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ILLEGIBLE TEXT

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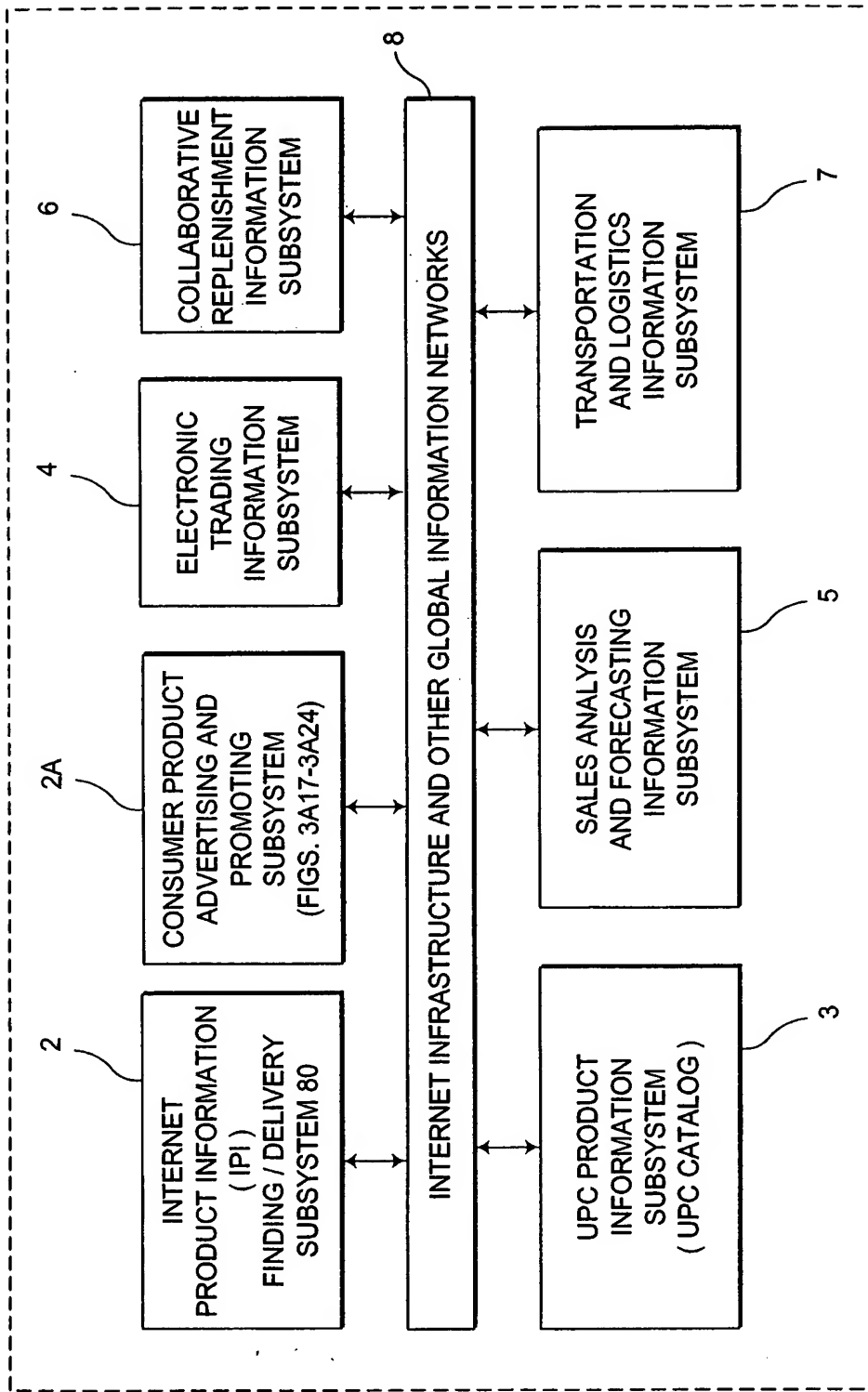
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BLACK OR VERY BLACK AND WHITE DARK PHOTOS

GRAY SCALE DOCUMENTS

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First Illustrative Embodiment **FIG. 1**

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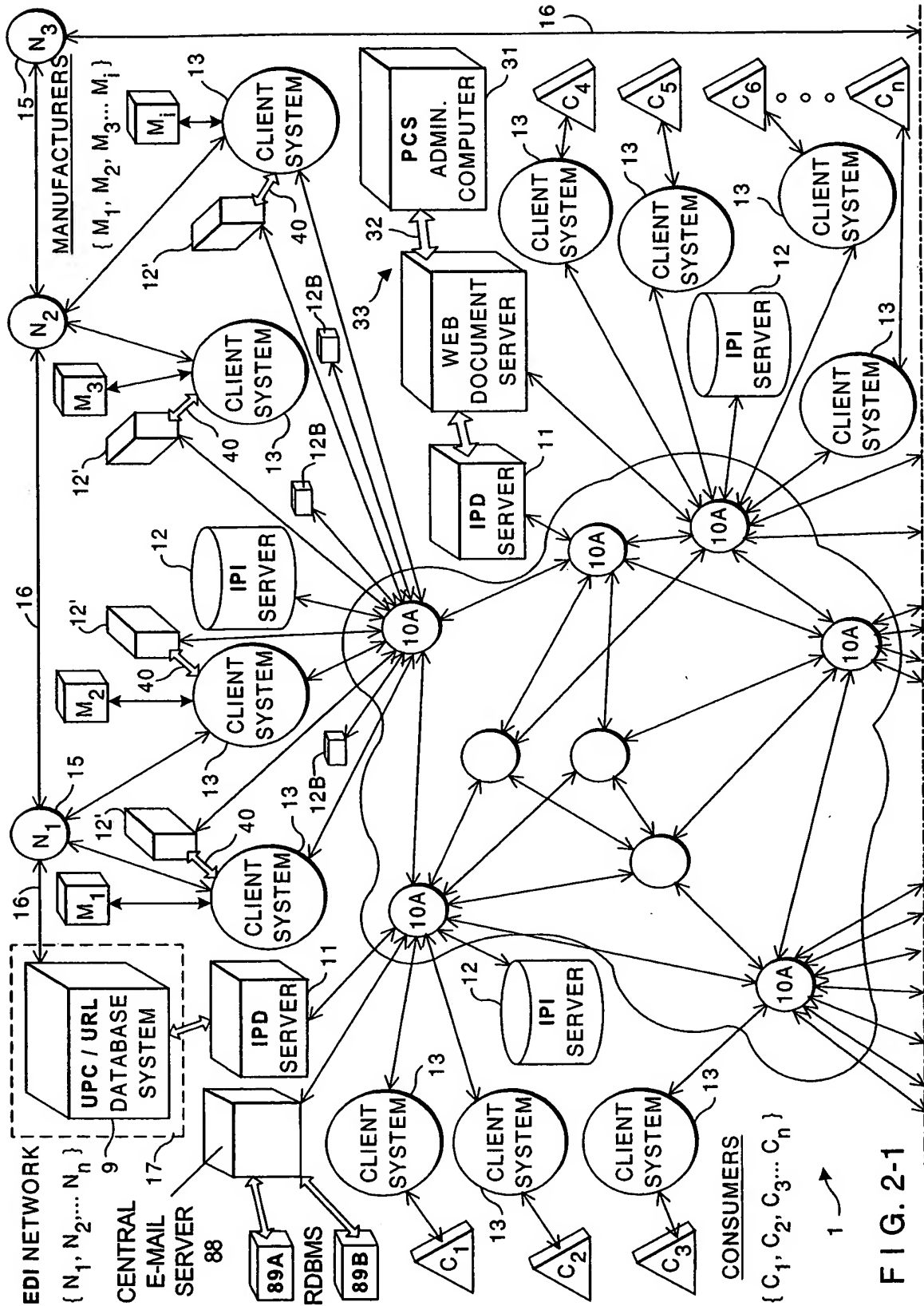


FIG. 2-1

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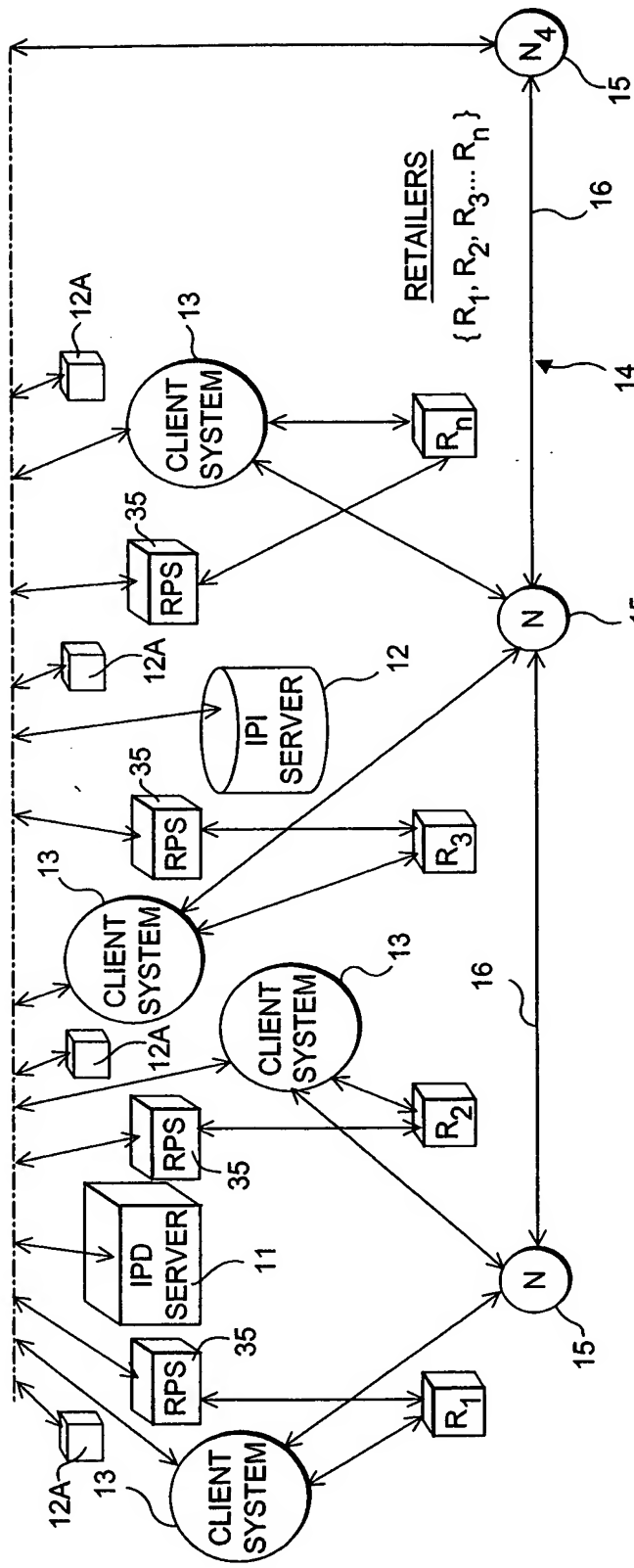


FIG. 2-2

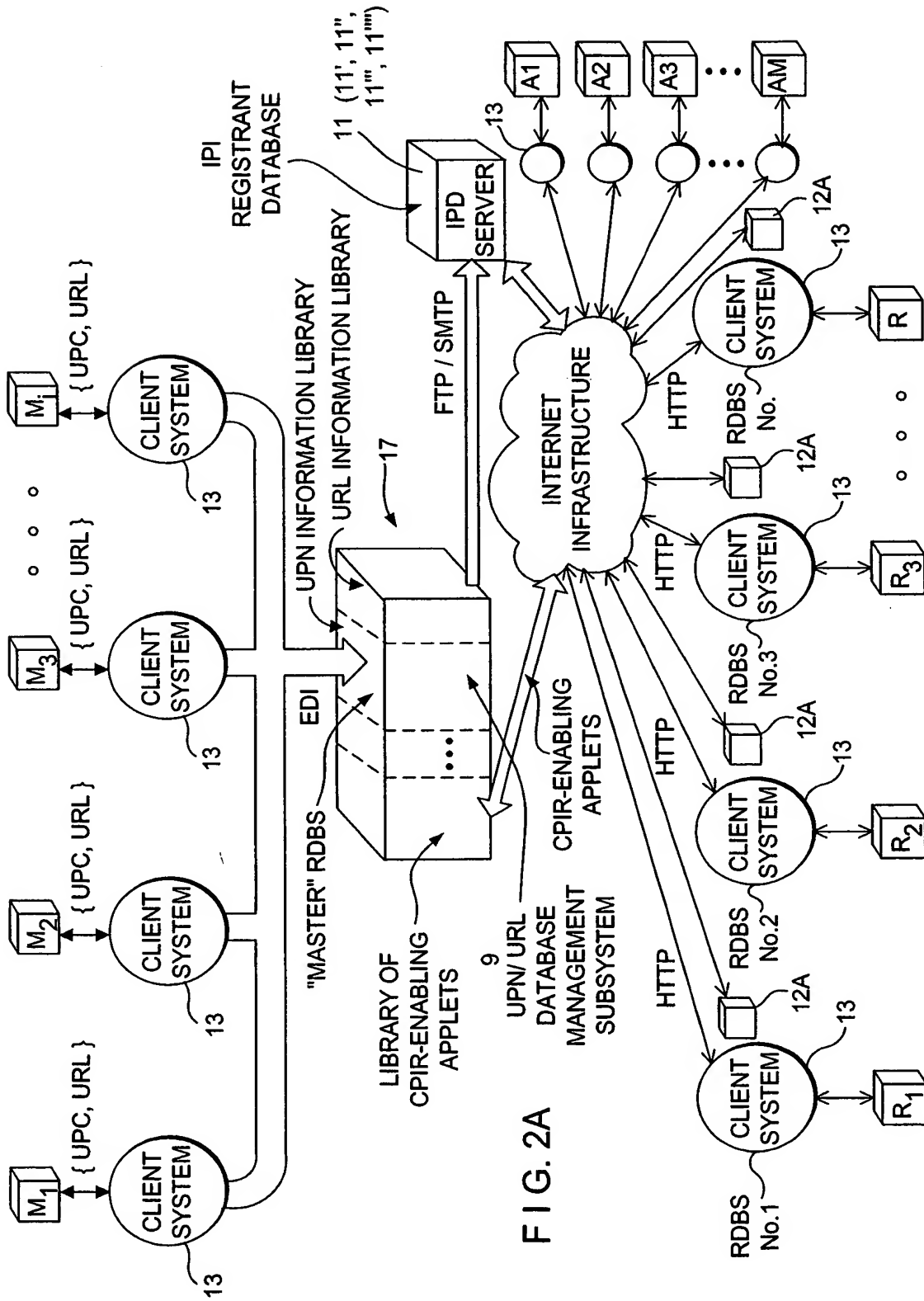
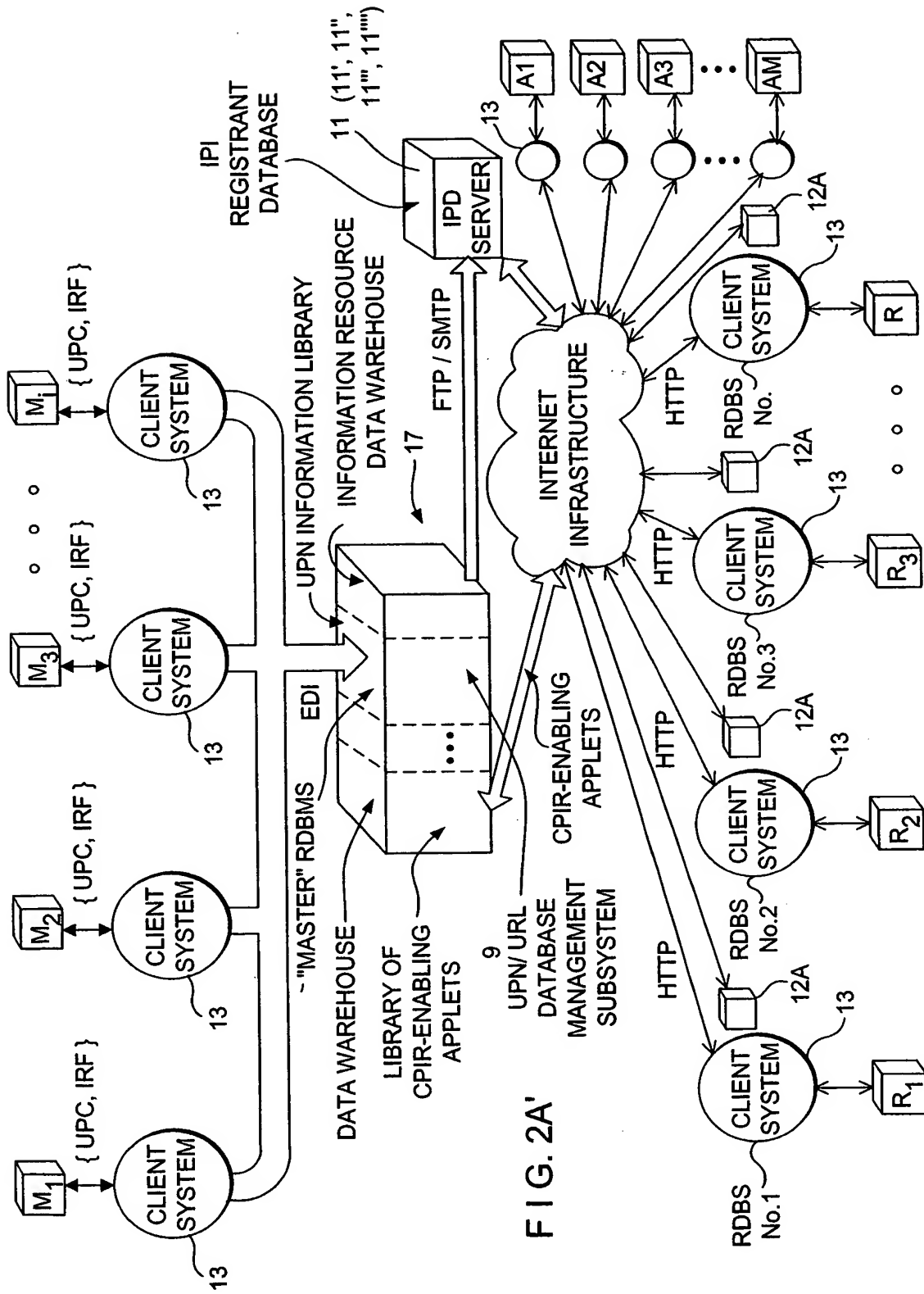


FIG. 2A



MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING SERVER-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS

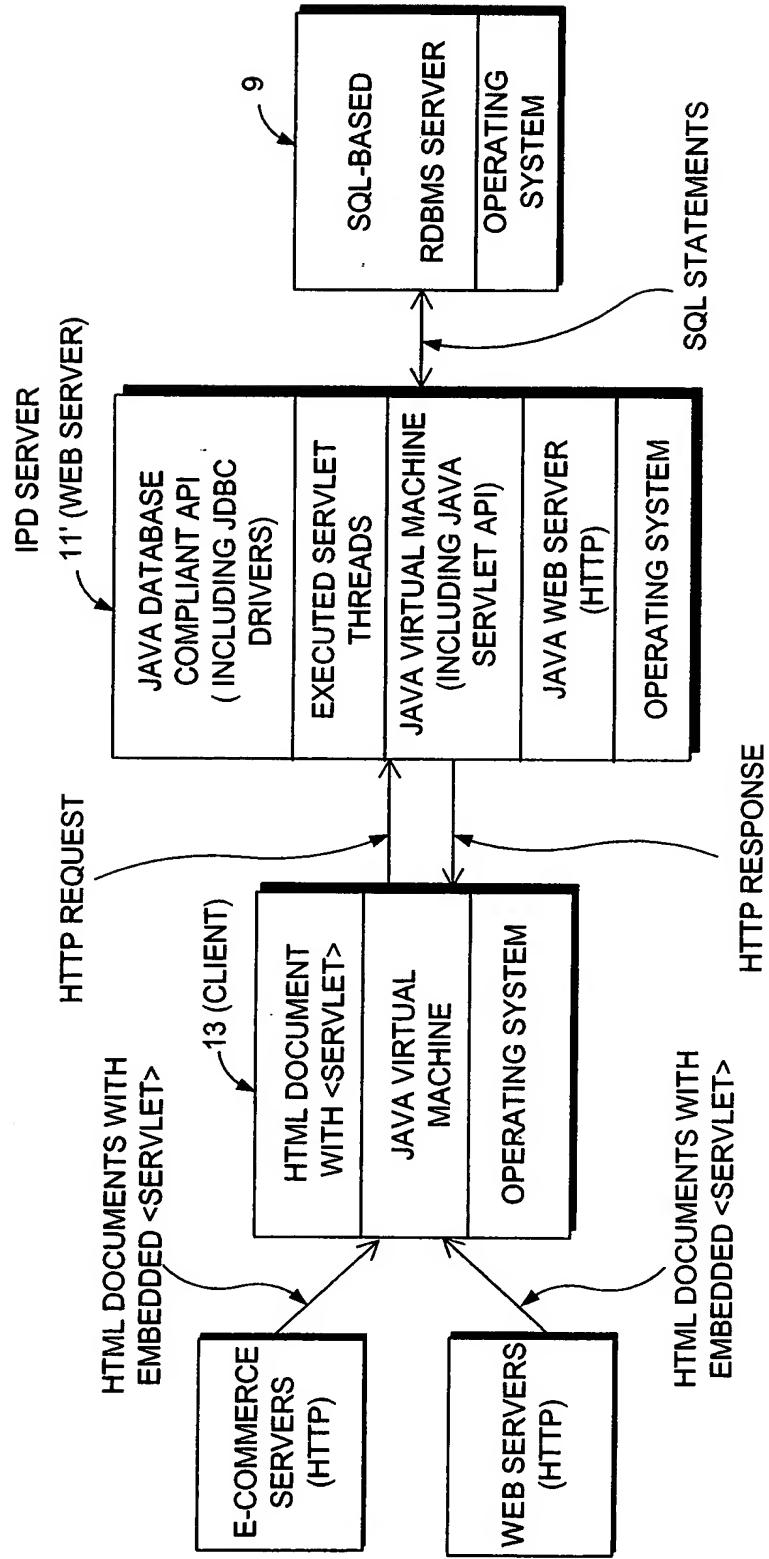


FIG. 2B1

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MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS
SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND CGIs

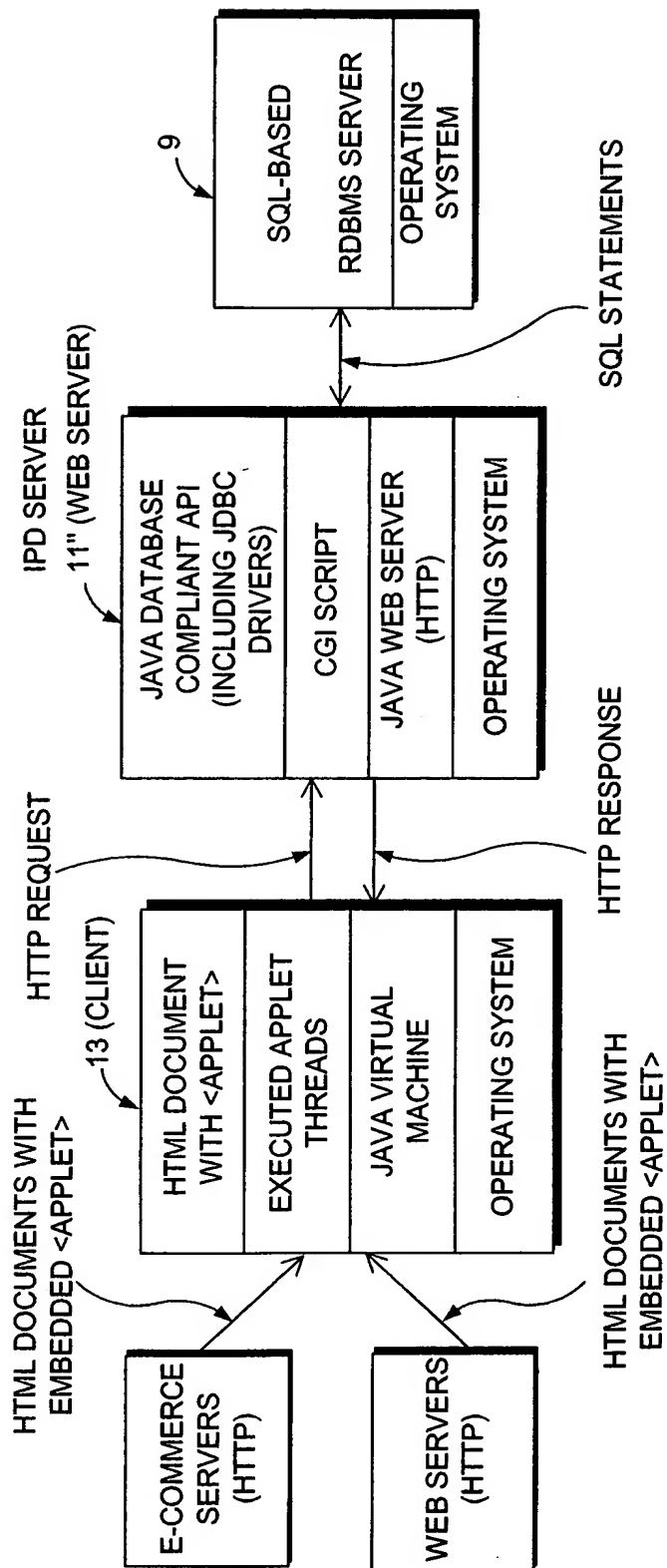


FIG. 2B2

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING
CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND SOCKET CONNECTIONS

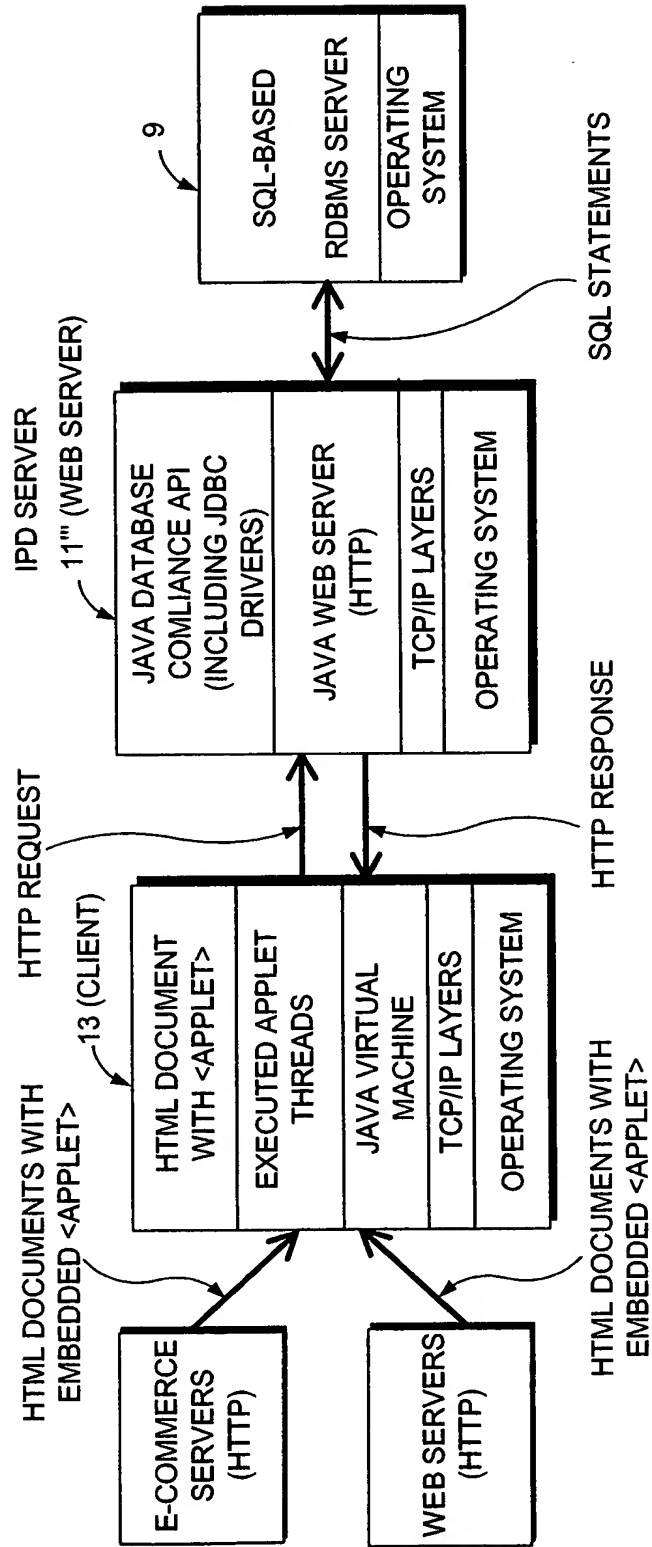


FIG. 2B3

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MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM
RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS
AND REMOTE METHOD OF INVOCATION (RMI) ON JAVA WEB SERVER

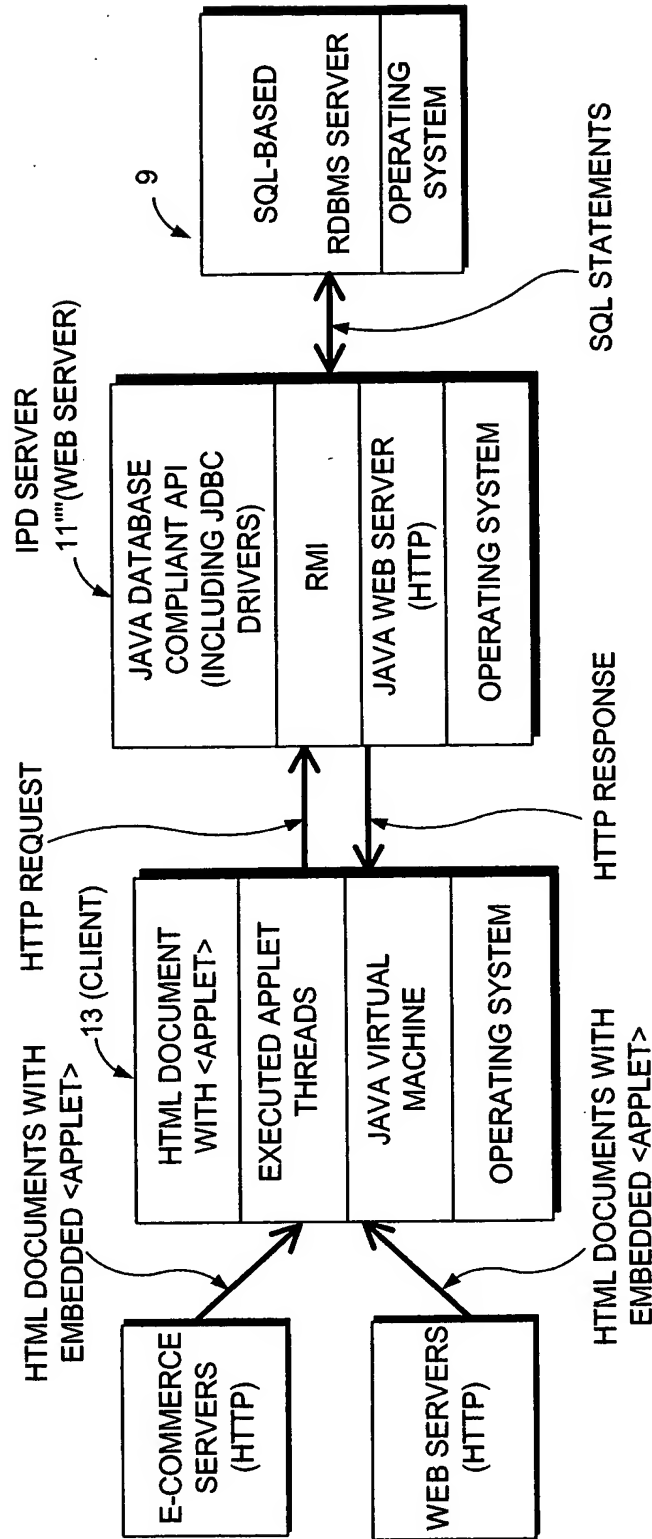


FIG. 2B4

DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN

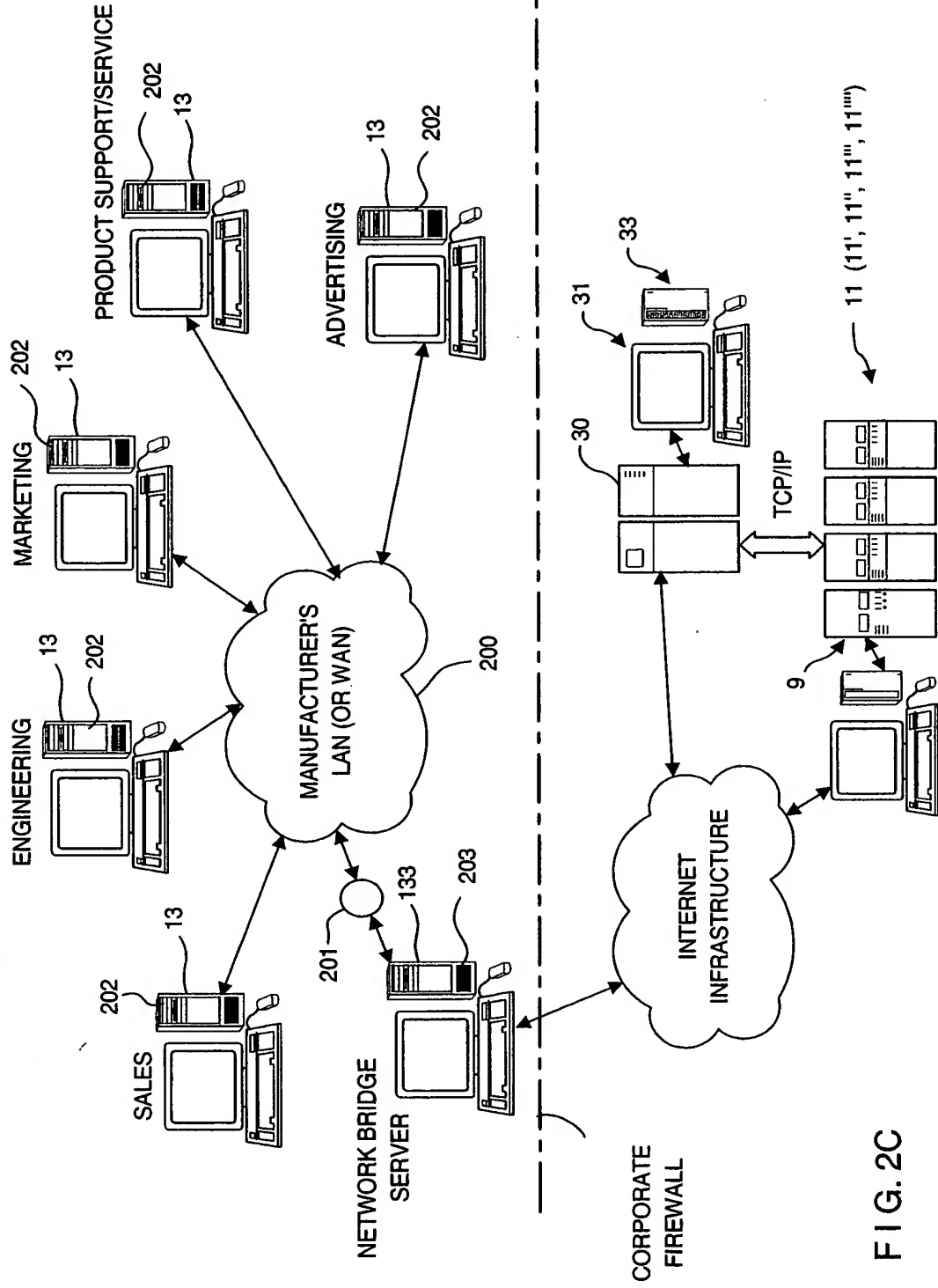


FIG. 2C

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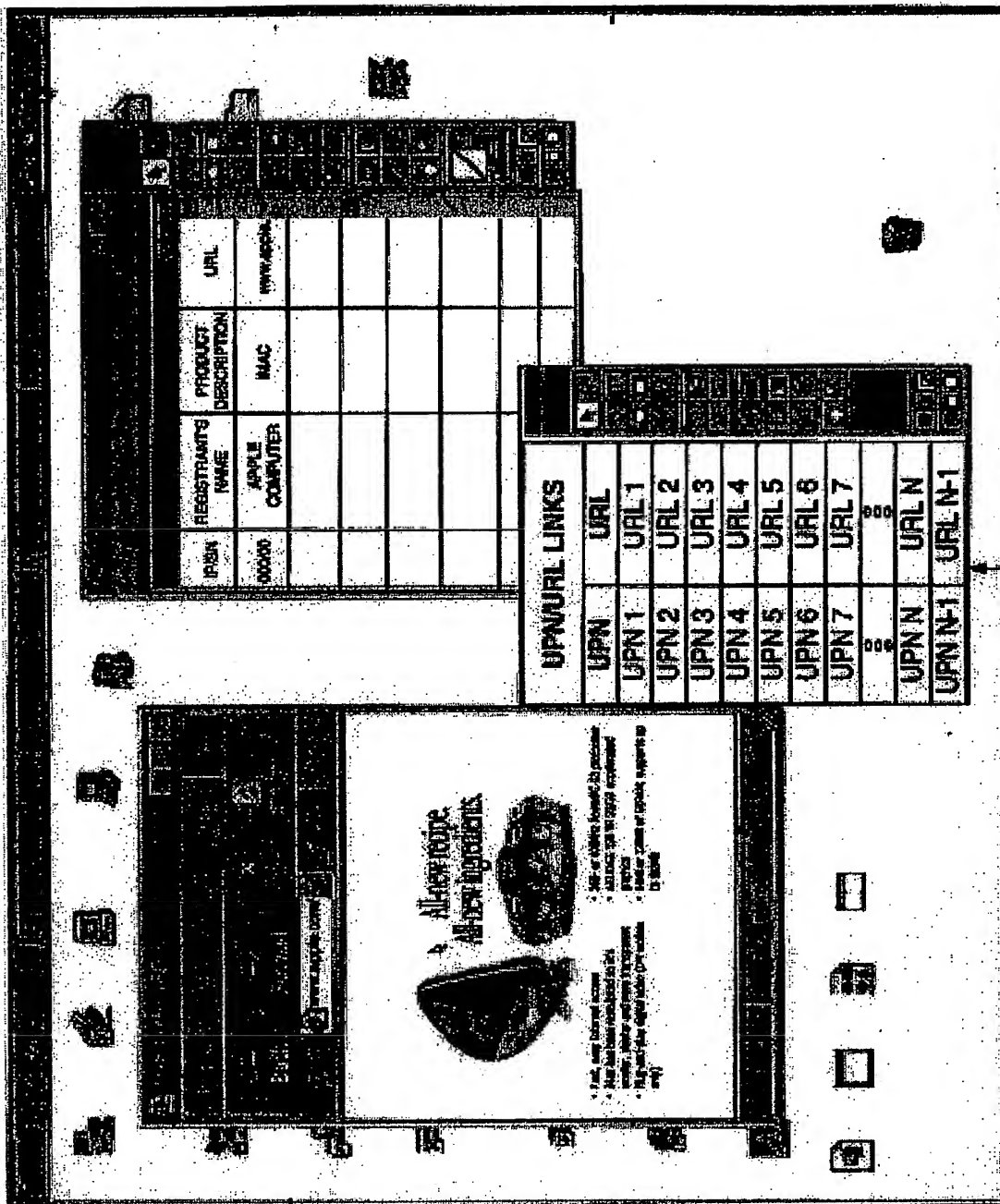


FIG. 2C1

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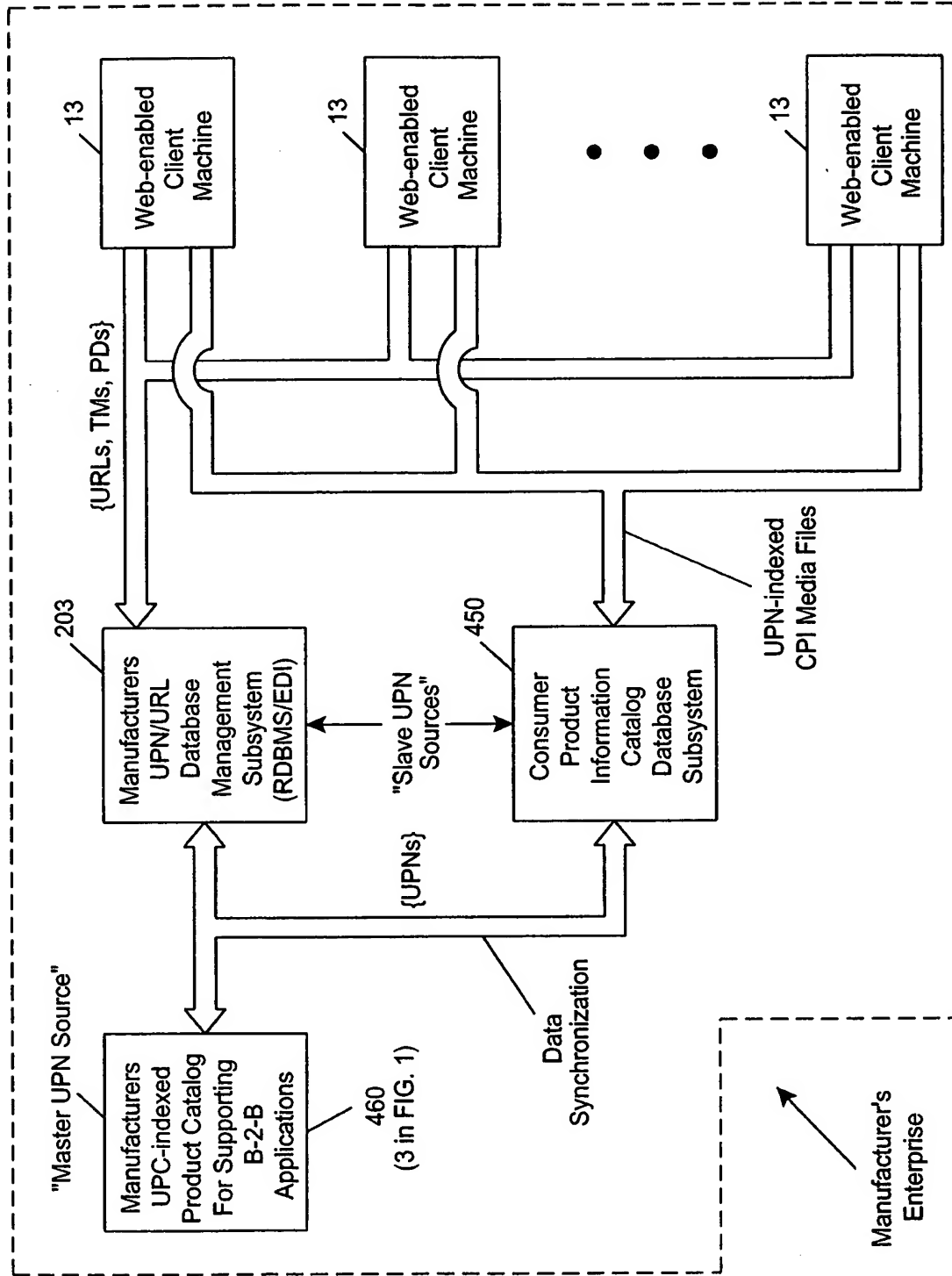


FIG. 2C2

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Brandlinx™
CPI LCMT
Software

UPN

TM 1

Pre Pur-chase

URL CAT 1

URL 1,1

URL 1,2

URL

TM 2

Post Pur-chase

URL CAT 2

URL 2,1

URL 2,2

URL

URL CAT 3

URL 3,1

URL 3,2

URL

URL CAT 4

URL 4,1

URL 4,2

URL

URL CAT 5

URL 5,1

URL 5,2

URL

URL CAT 6

URL 6,1

URL 6,2

URL

URL CAT 7

URL 7,1

URL 7,2

URL

URL CAT 8

URL 8,1

URL 8,2

URL

PD

FIG. 2C3

DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN

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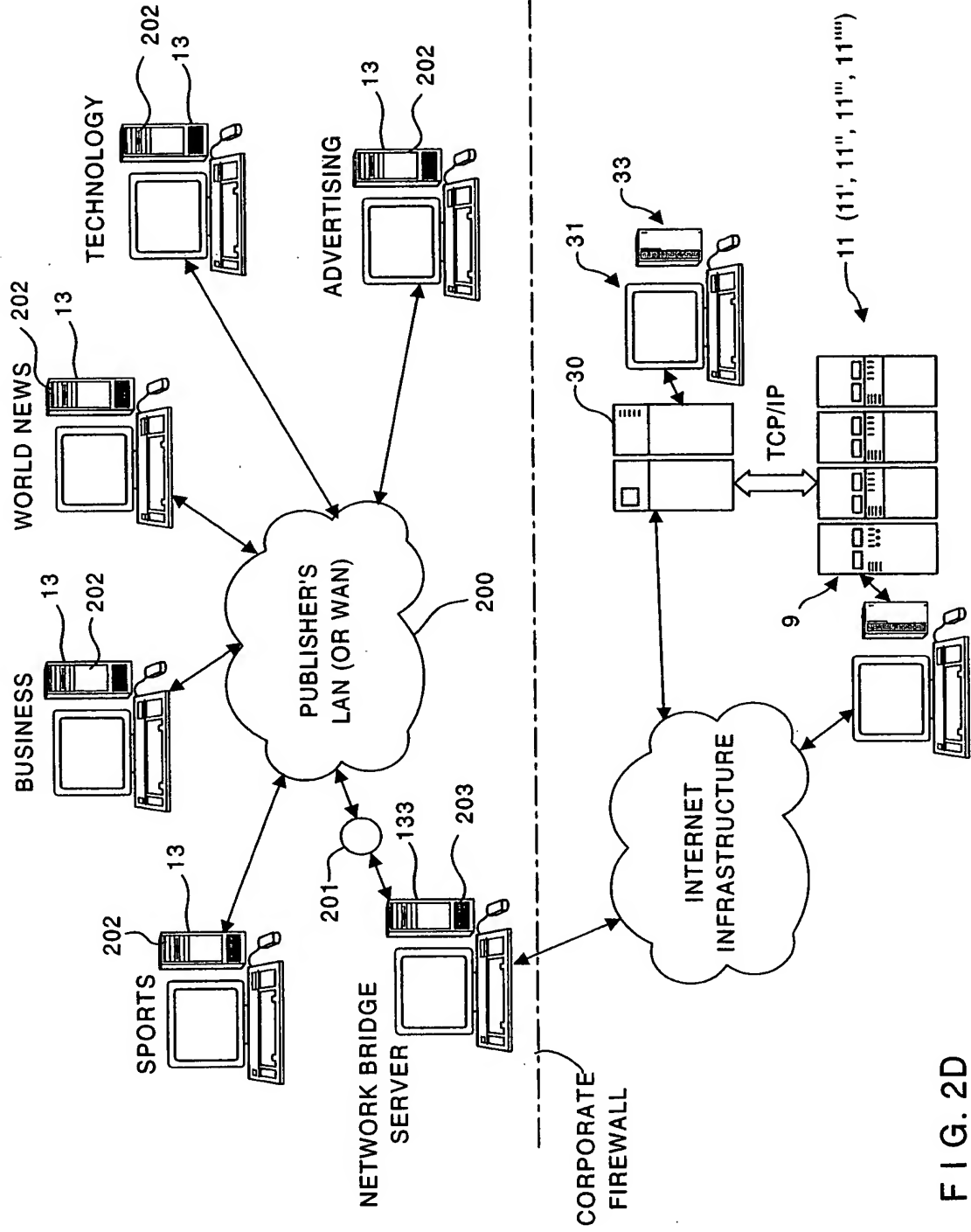


FIG. 2D

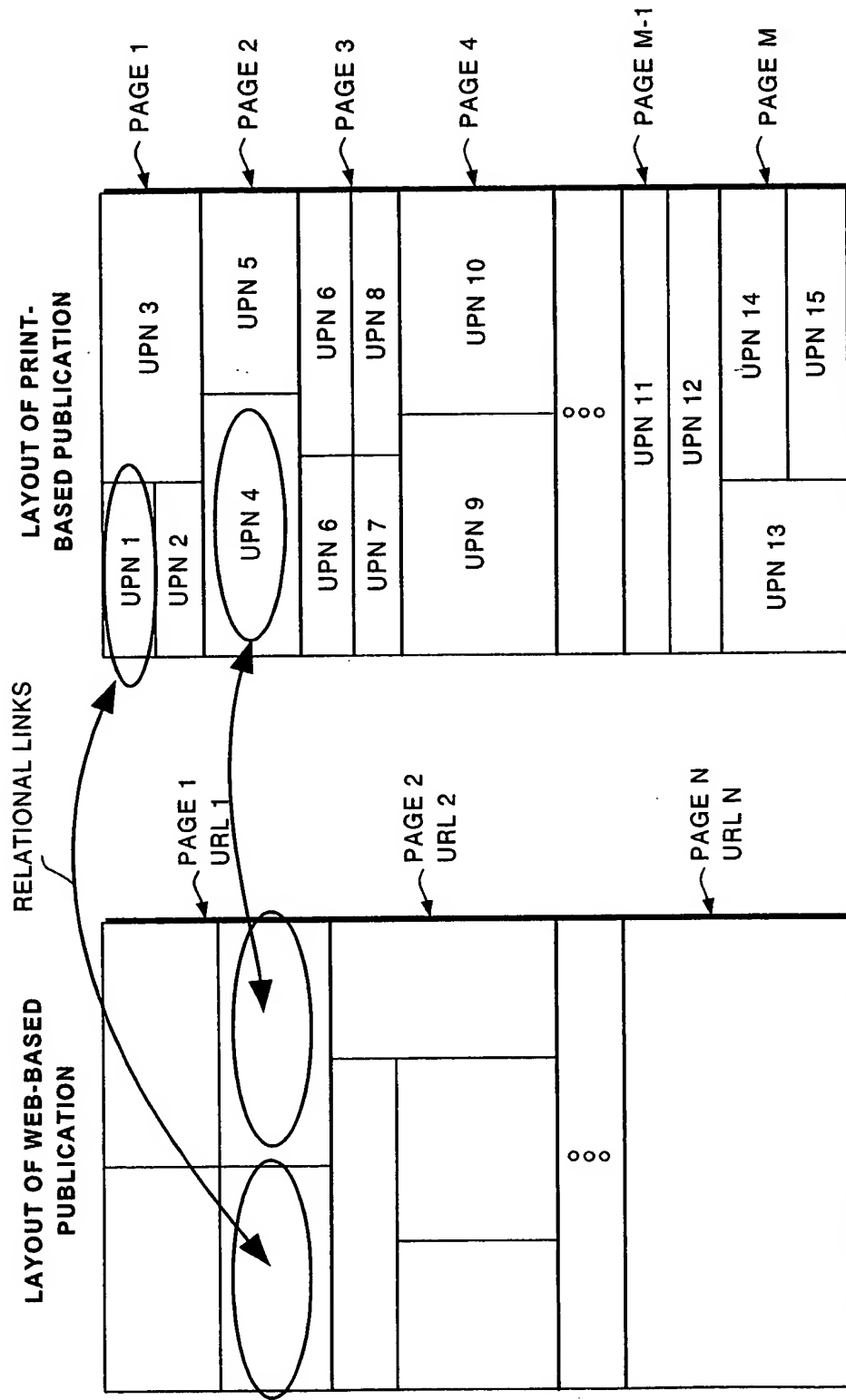


FIG. 2E1

FIG. 2E2

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UPN/URL LINKS	
UPN	URL
UPN 1	URL 1
UPN 2	URL 2
UPN 3	URL 3
UPN 4	URL 4
UPN 5	URL 5
UPN 6	URL 6
UPN 7	URL 7
UPN 8	URL 8
UPN 9	URL 9
UPN 10	URL 10
UPN 11	URL 11
UPN 12	URL 12
UPN 13	URL 13
○ ○ ○	○ ○ ○
UPN N	URL N
UPN N-1	URL N-1

400

FIG. 2E3

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COMPOSITION/EDITORIAL MODE

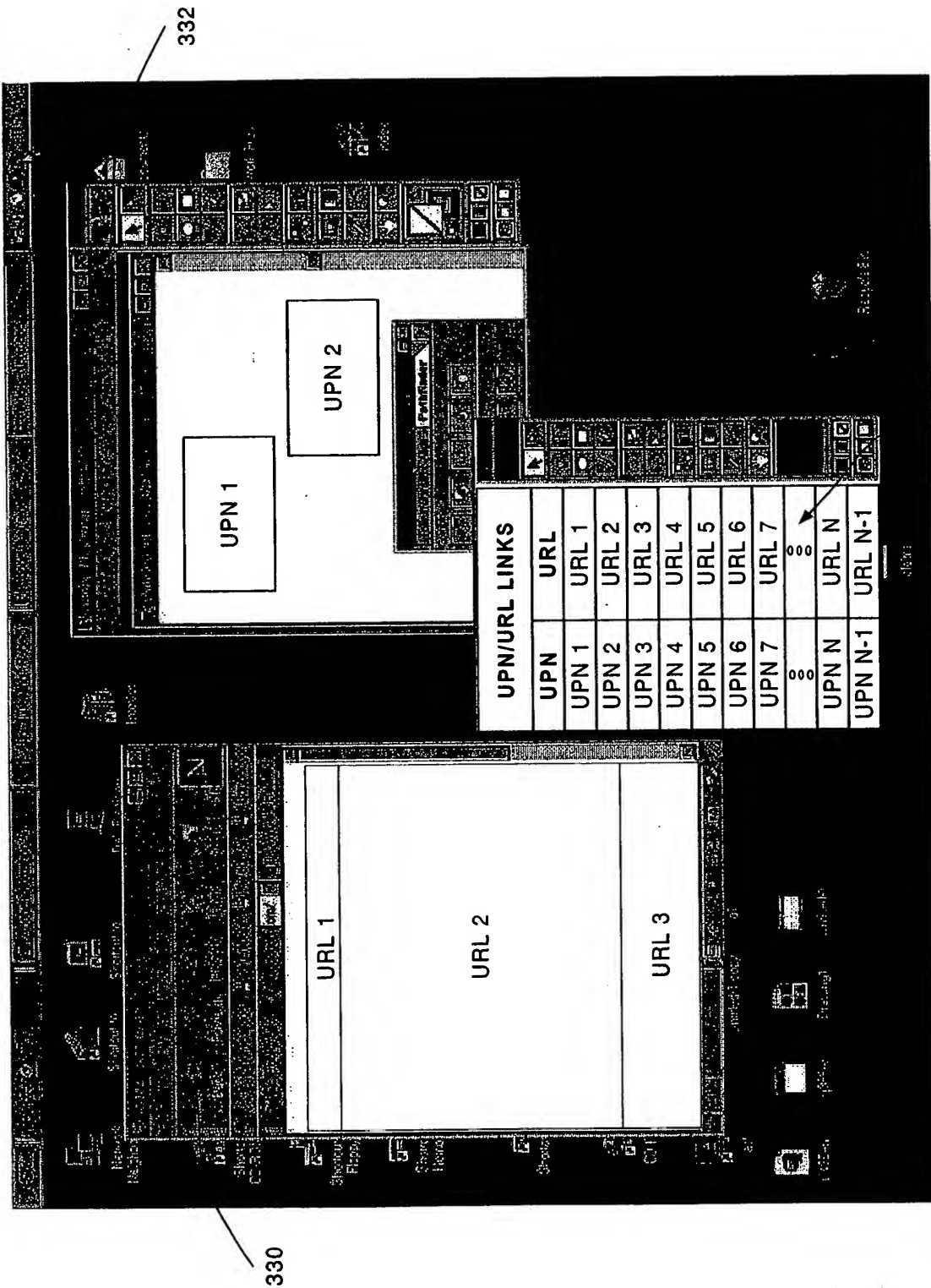


FIG. 2E4

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UPN/URL DATA LINKING MODE

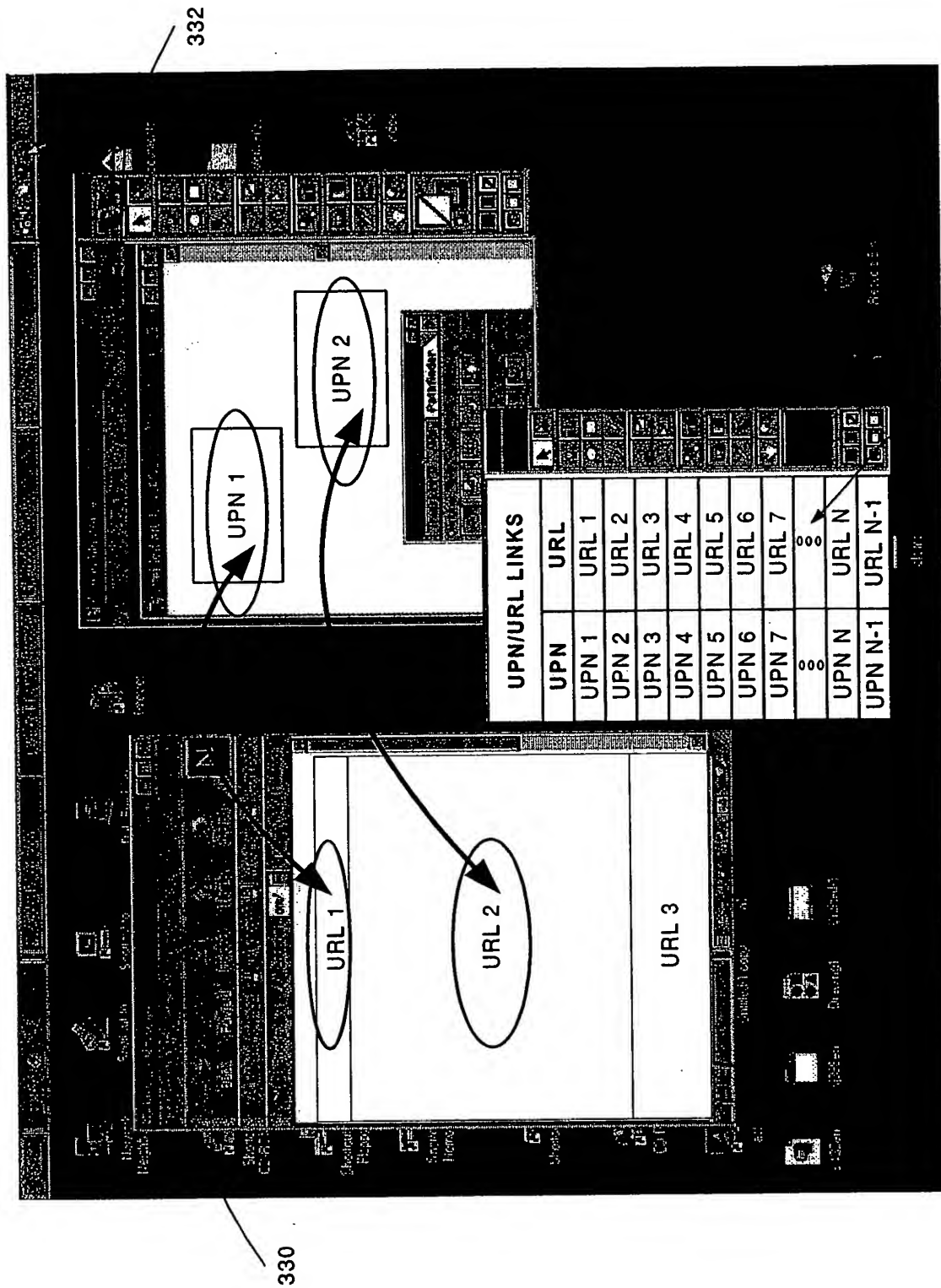


FIG. 2E5

400

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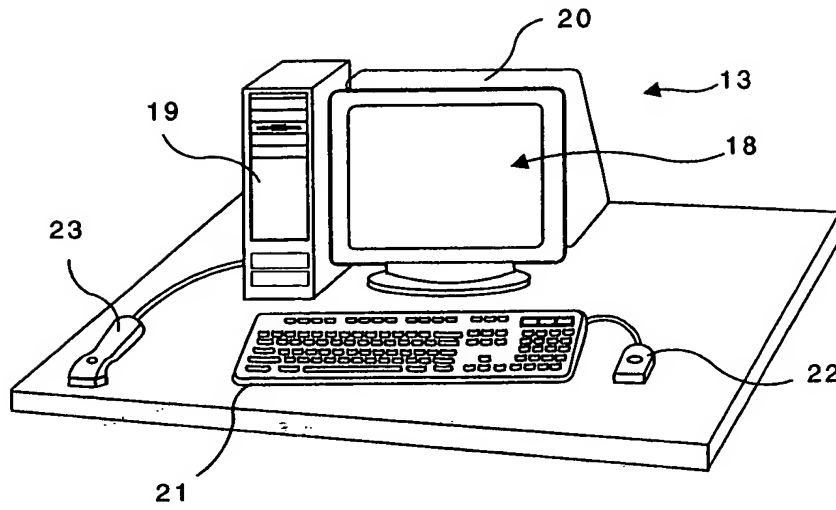


FIG. 3A1

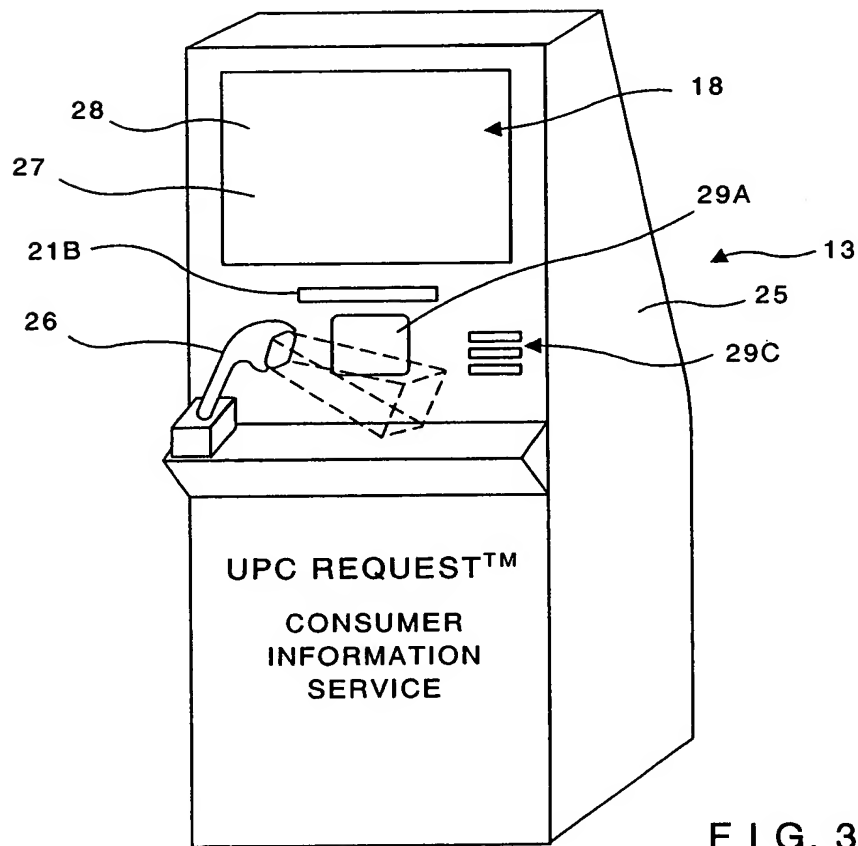
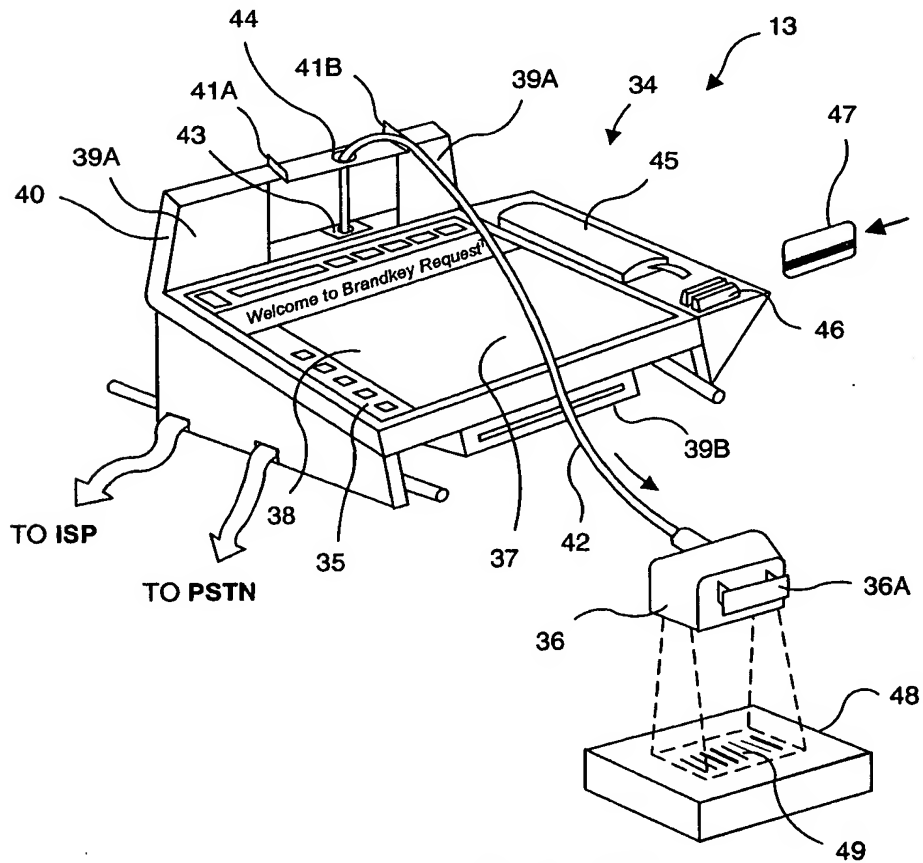
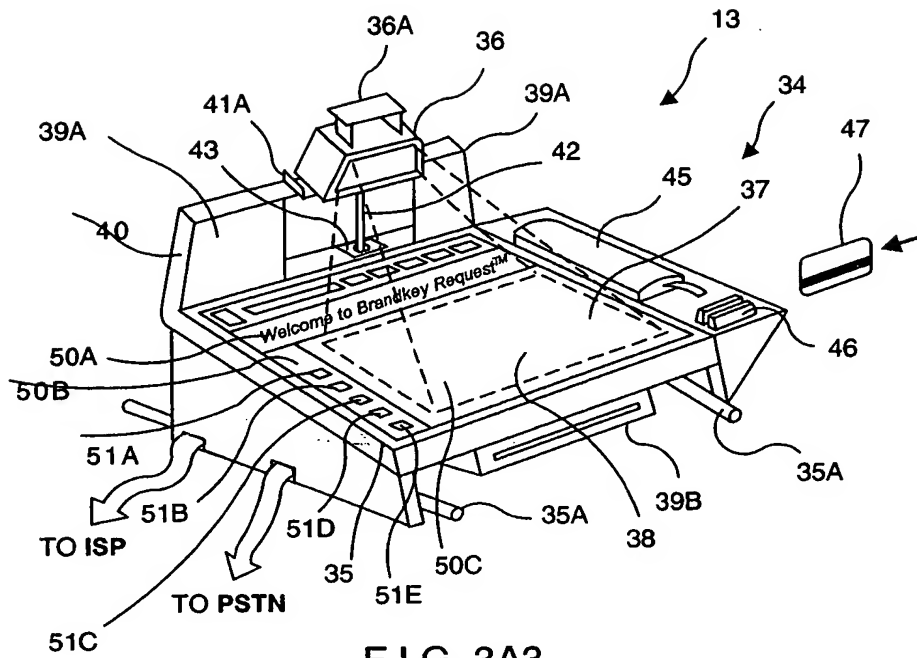


FIG. 3A2

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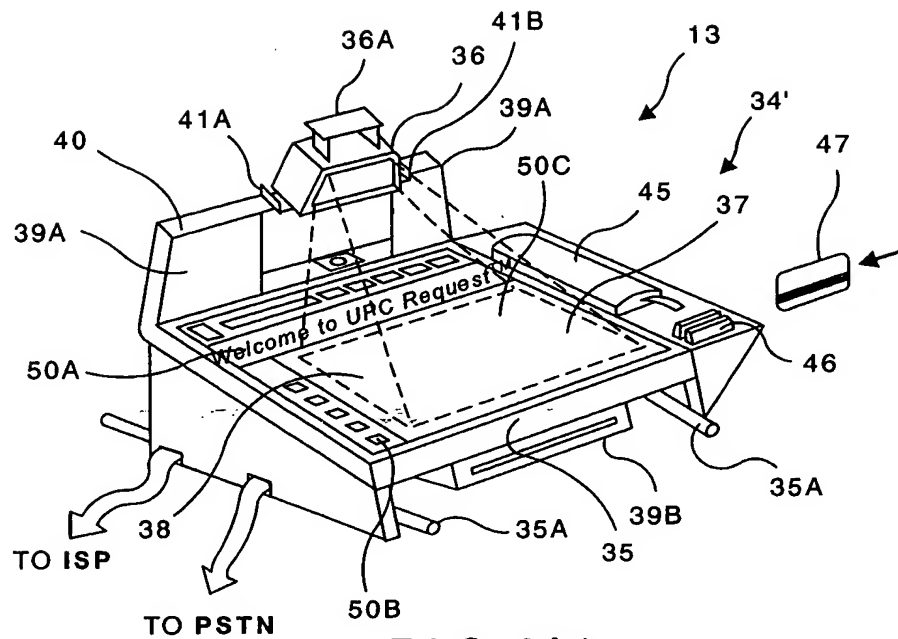


FIG. 3A4

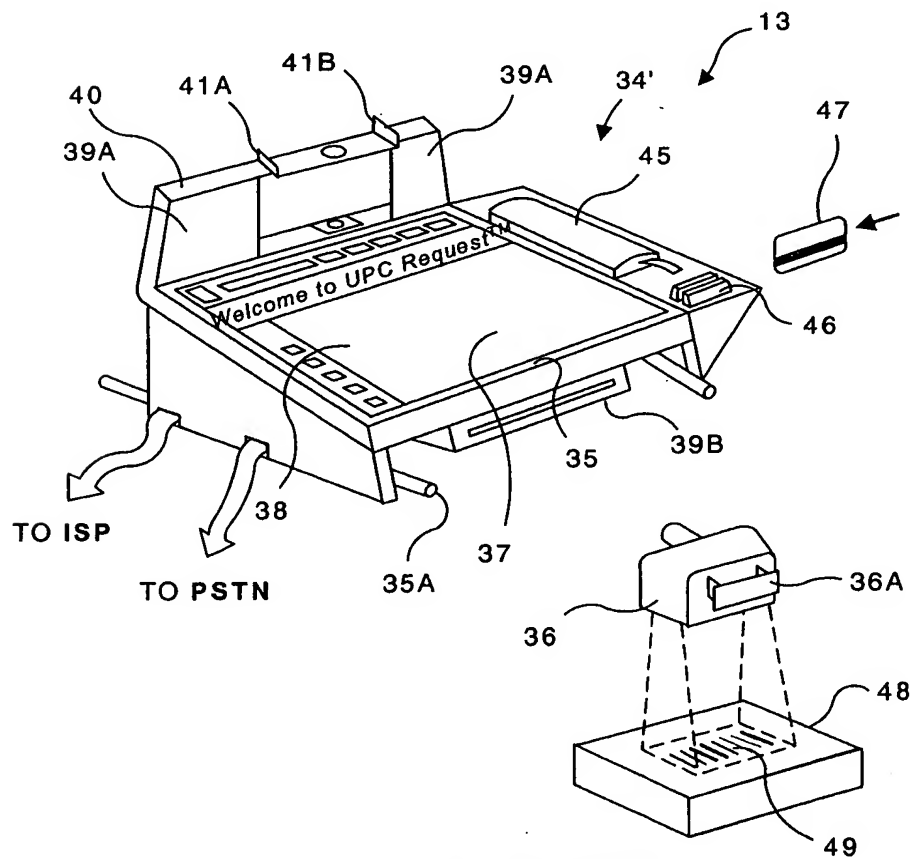


FIG. 3A4'

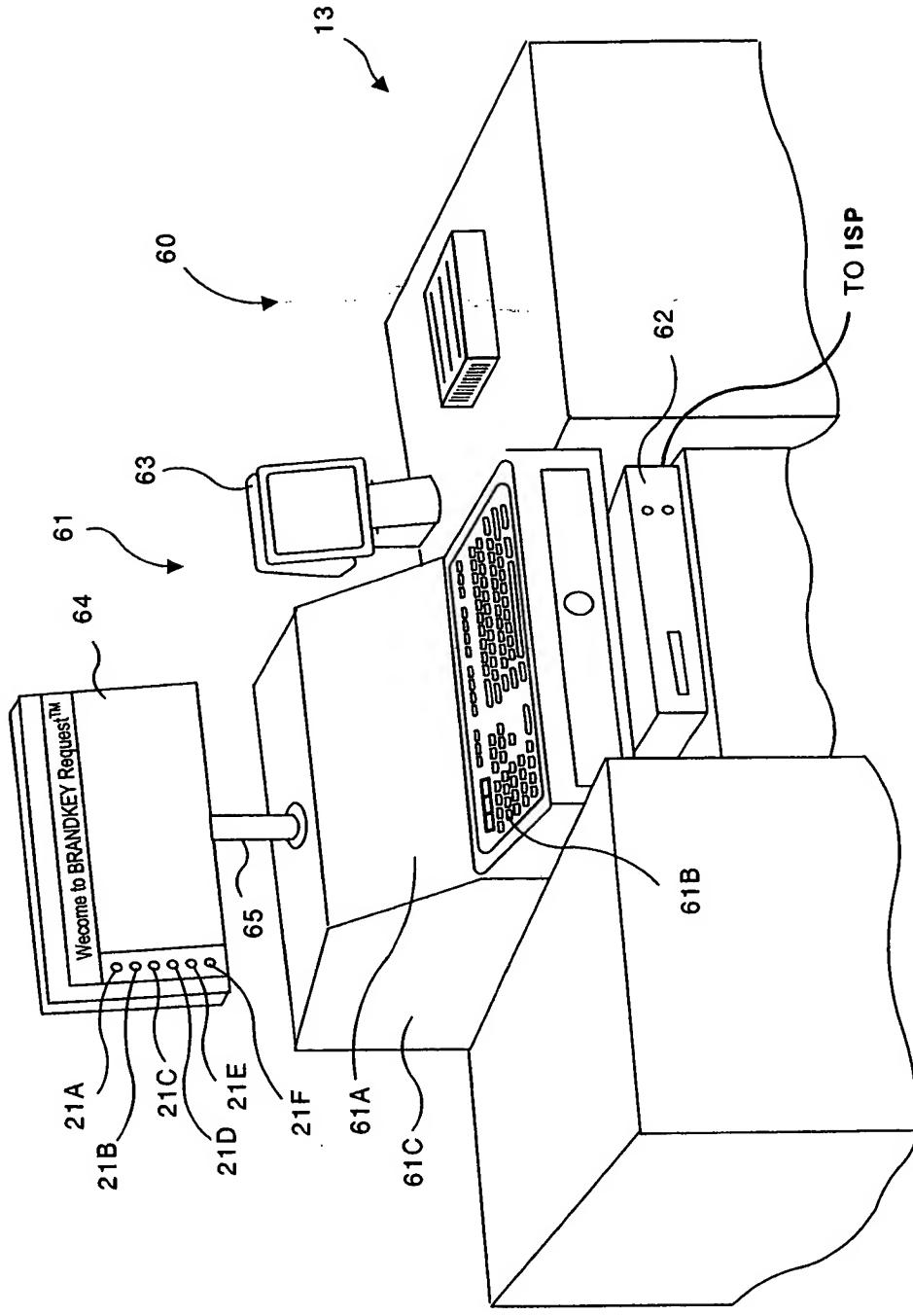


FIG. 3A5

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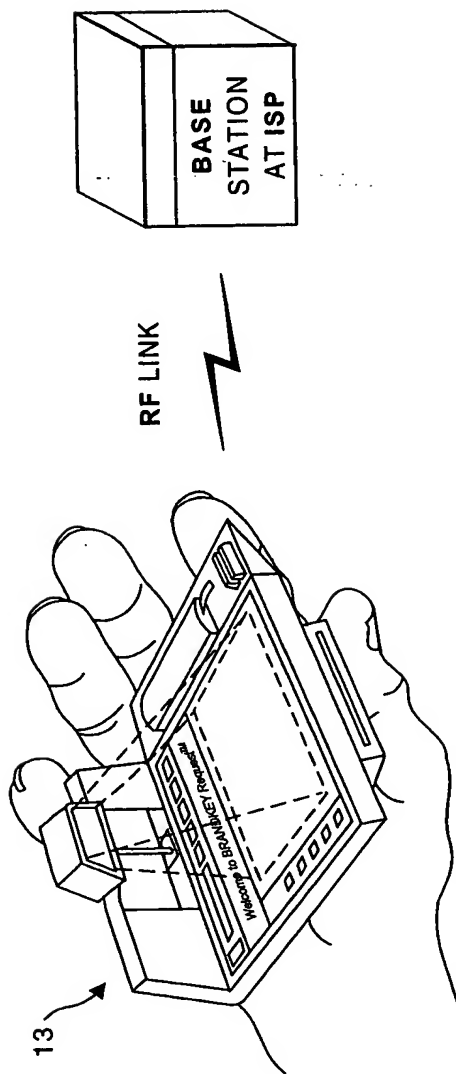


FIG. 3A6

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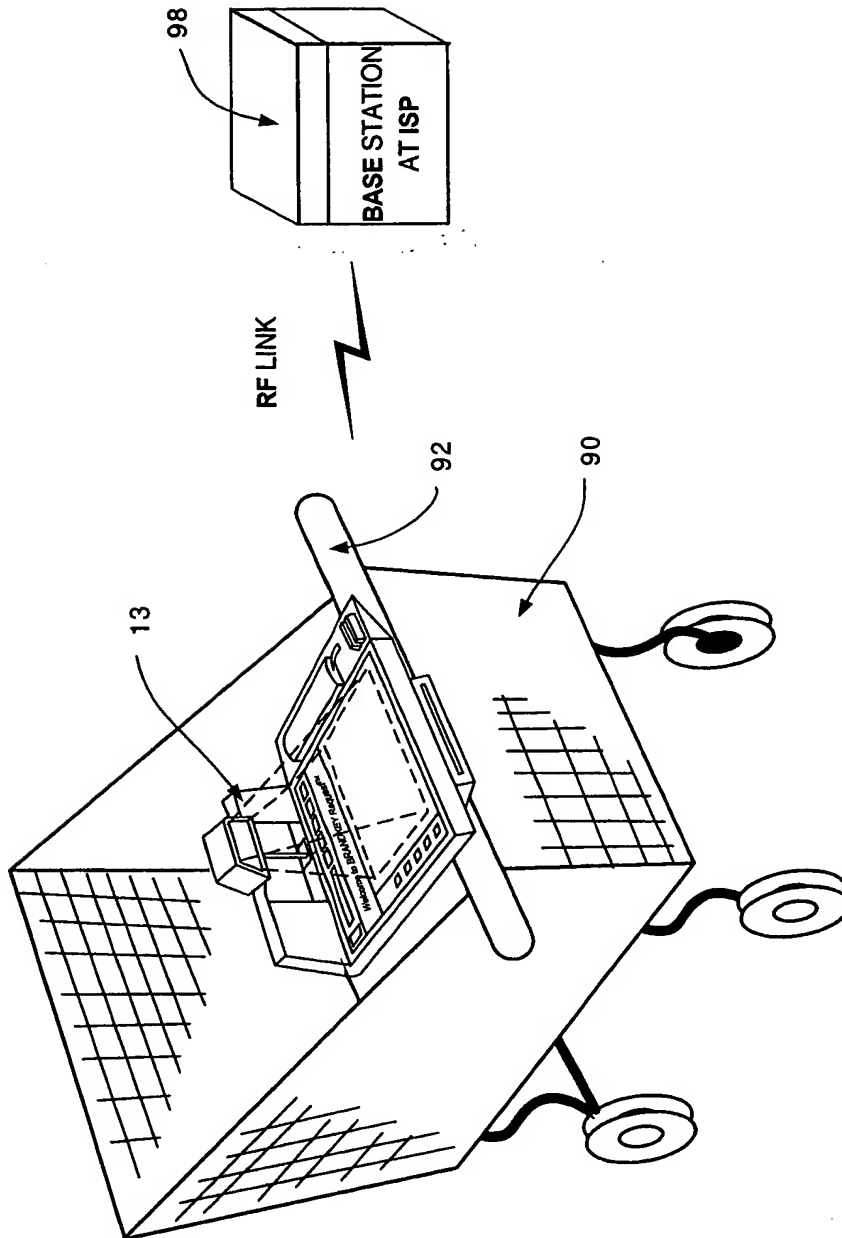


FIG. 3A7

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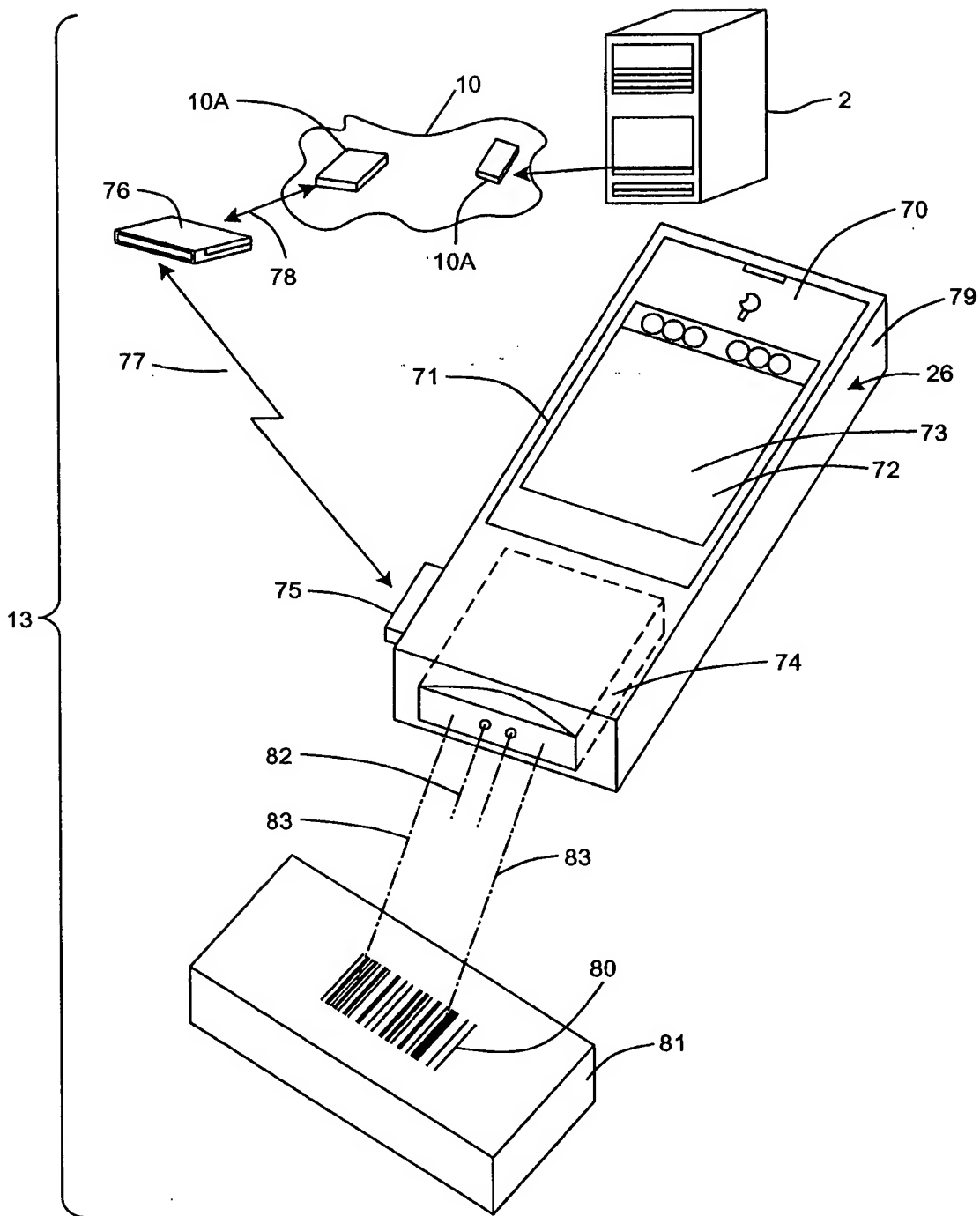


FIG. 3A8

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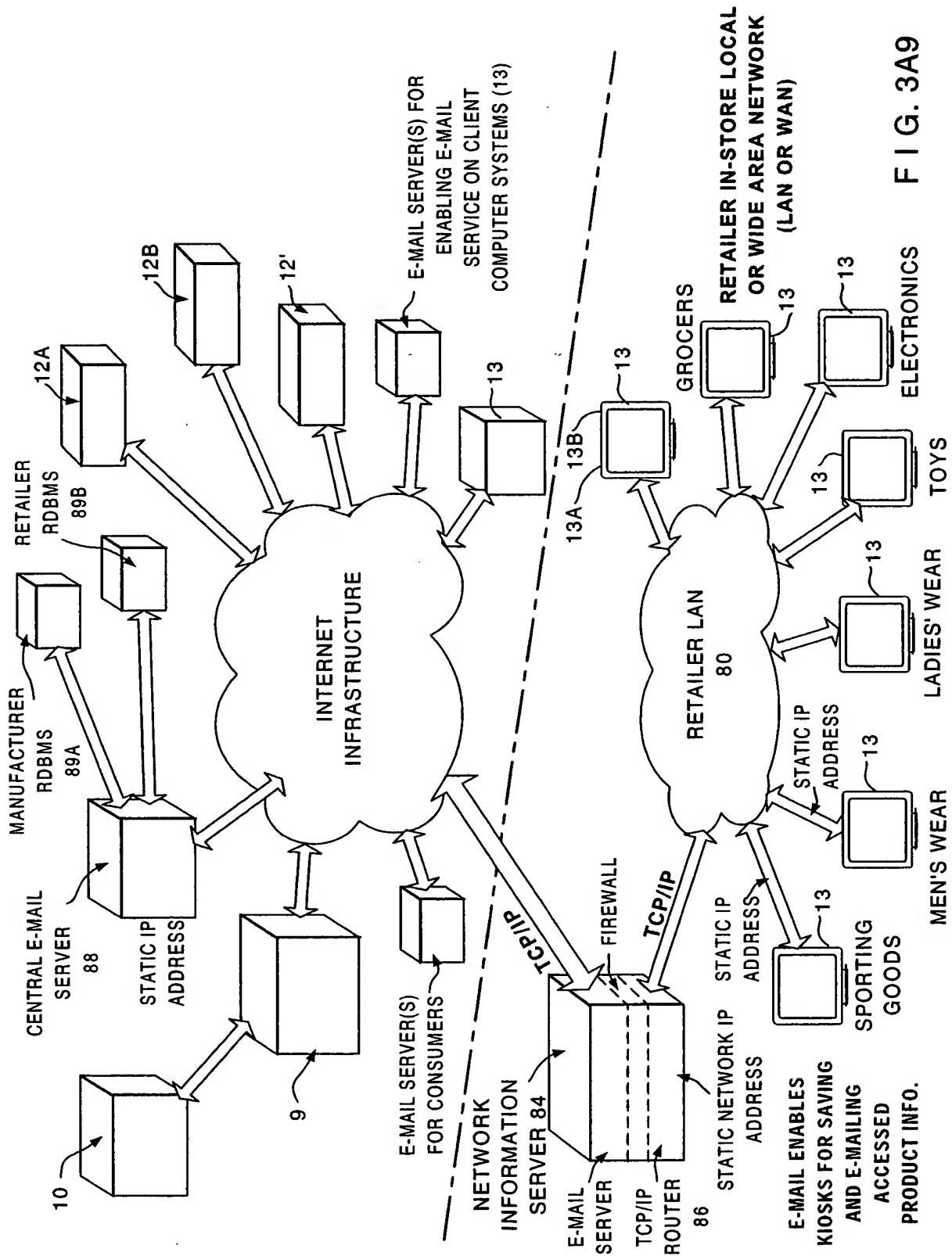


FIG. 3A9

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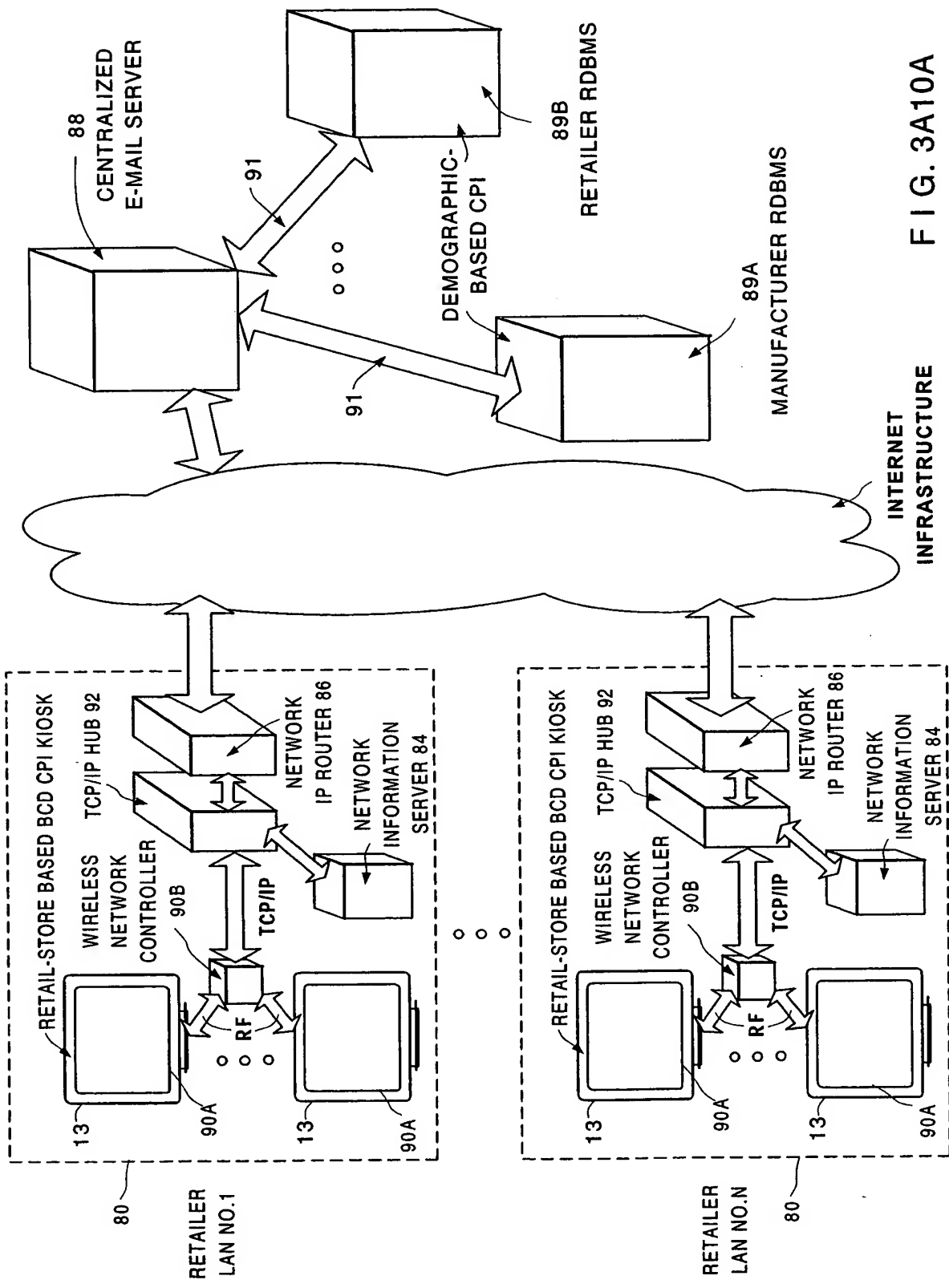


FIG. 3A10A

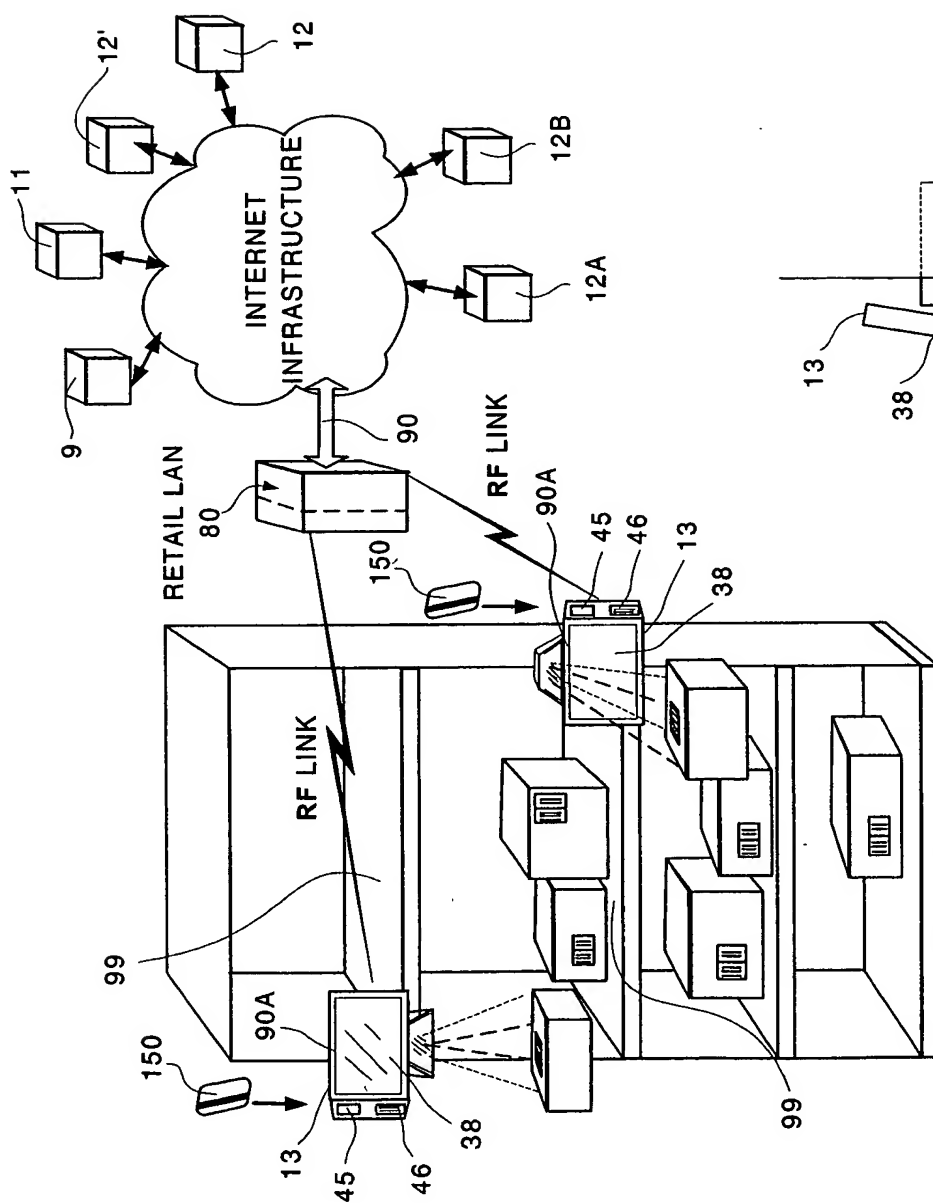


FIG. 3A10B

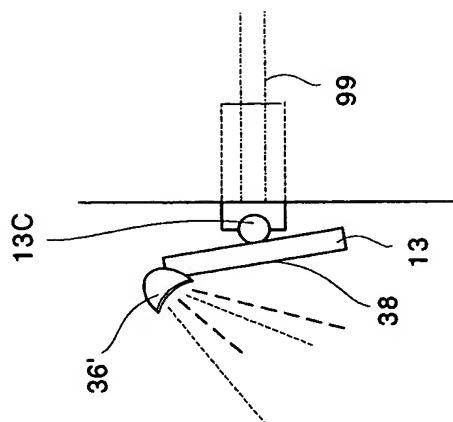


FIG. 3A10D

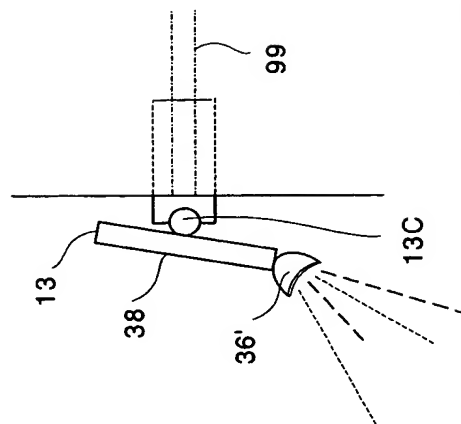


FIG. 3A10C

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[illegible]

FIG. 3A11

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[illegible]

FIG. 3A12

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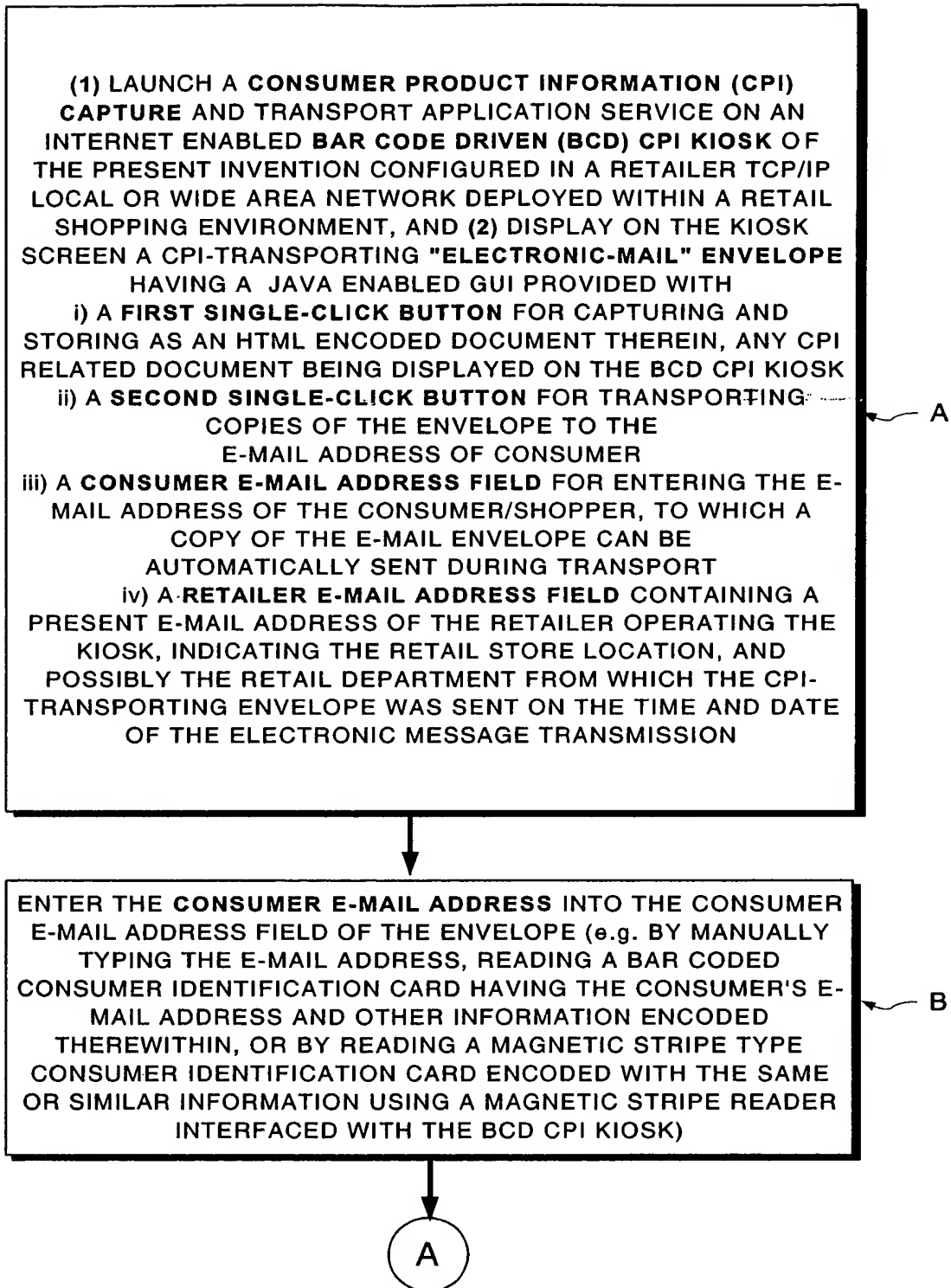


FIG. 3A13A

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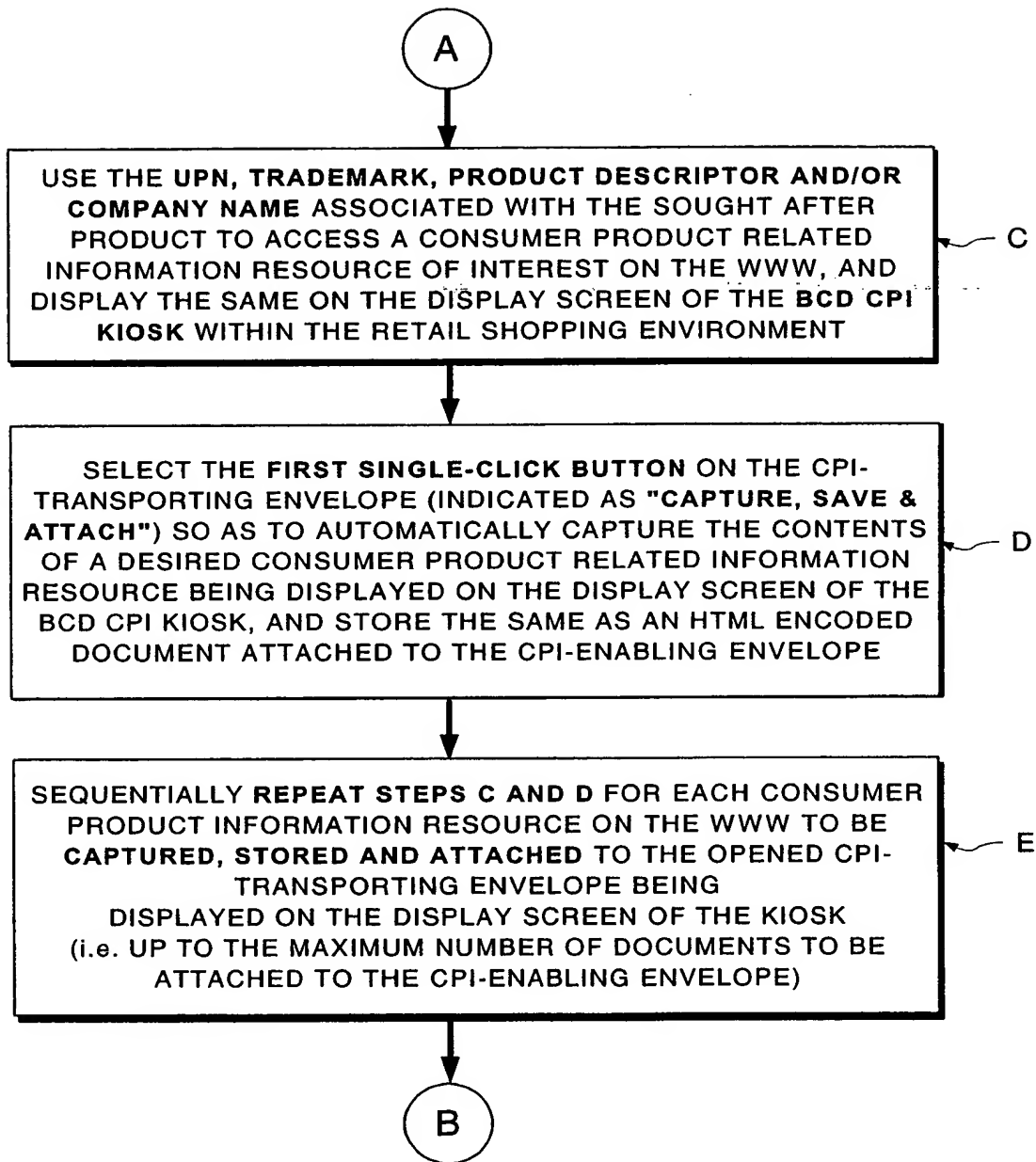


FIG. 3A13B

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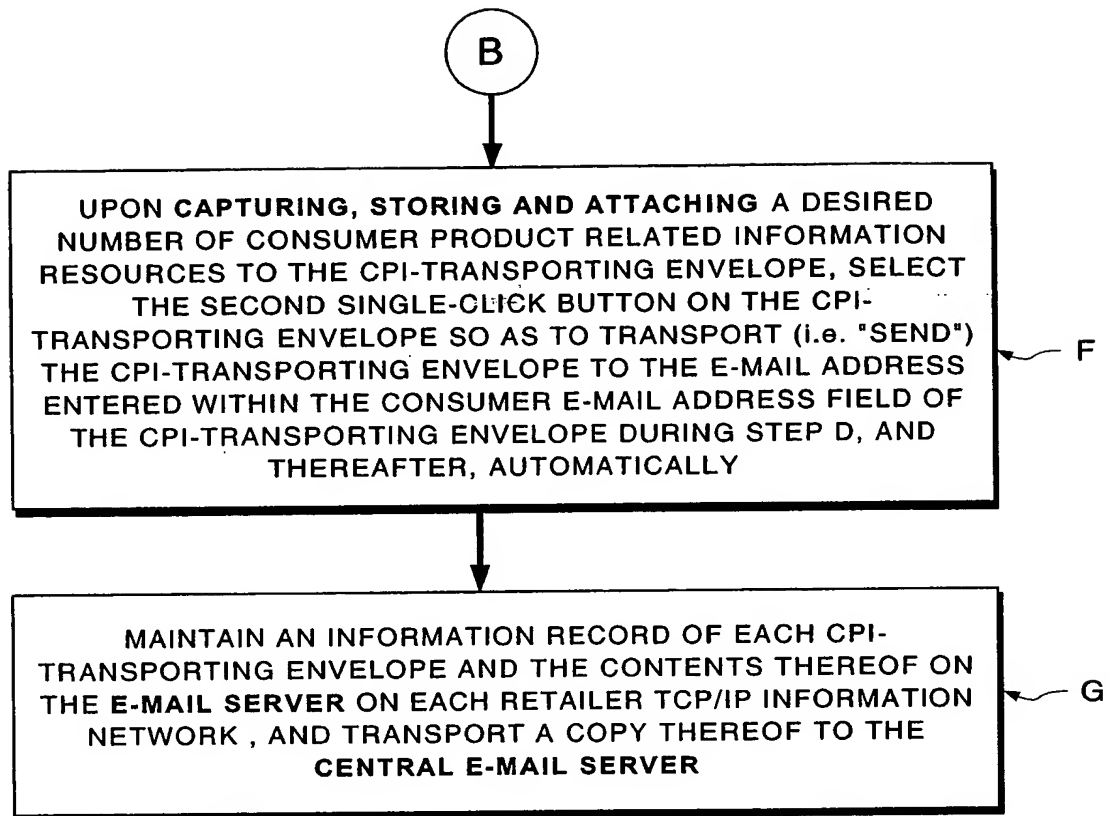


FIG. 3A13C

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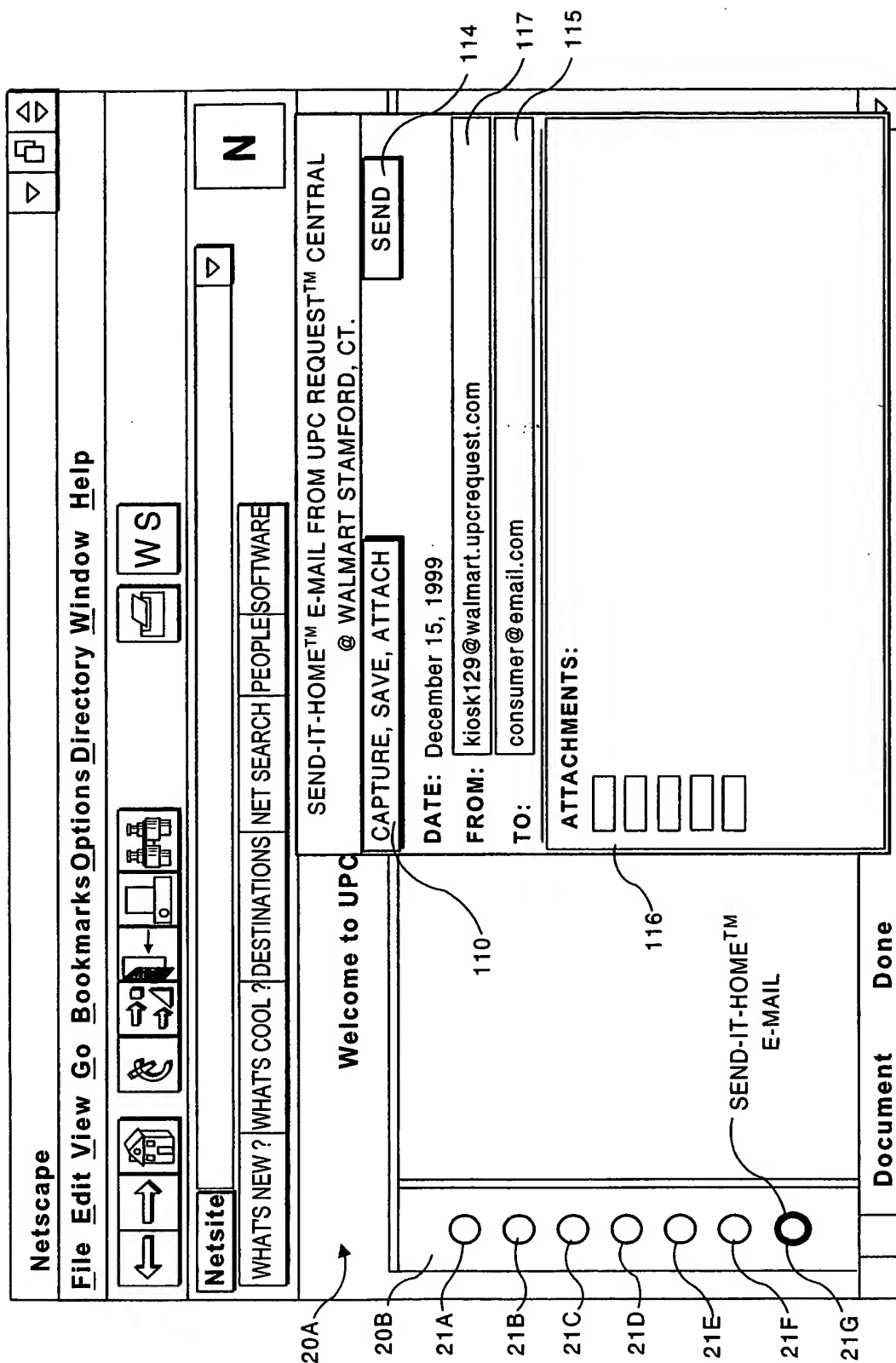


FIG. 3A14

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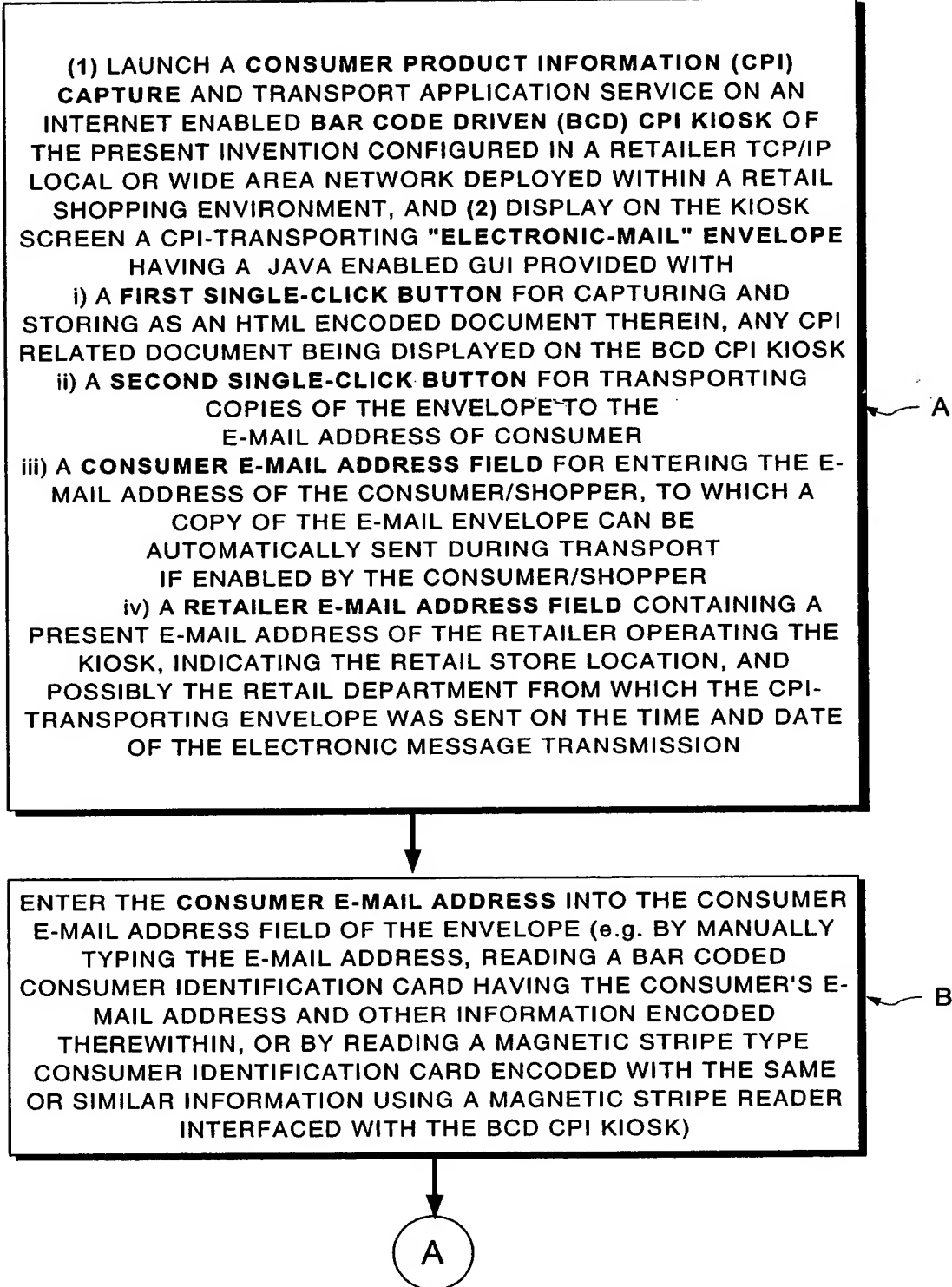


FIG. 3A15A

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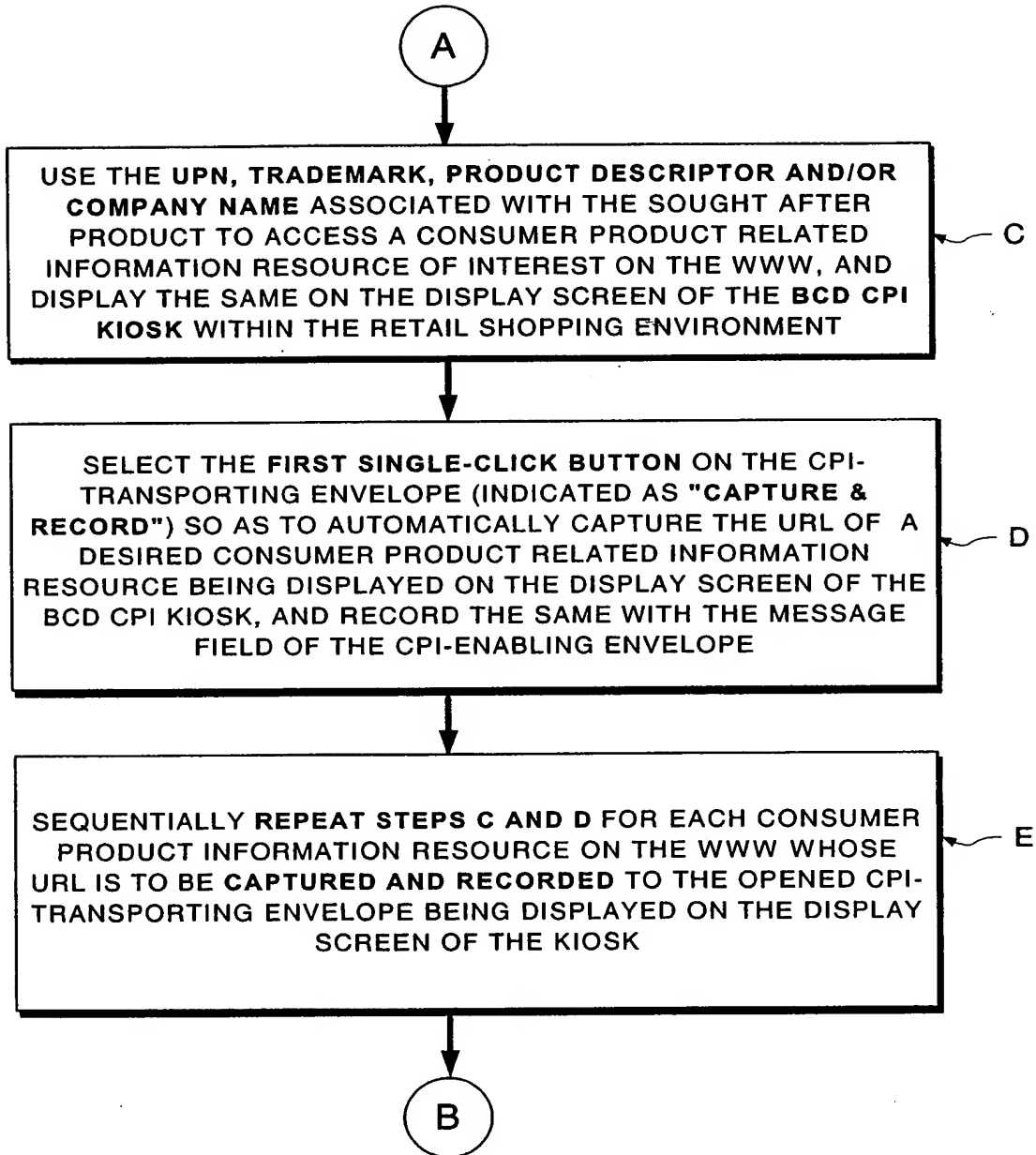


FIG. 3A15B

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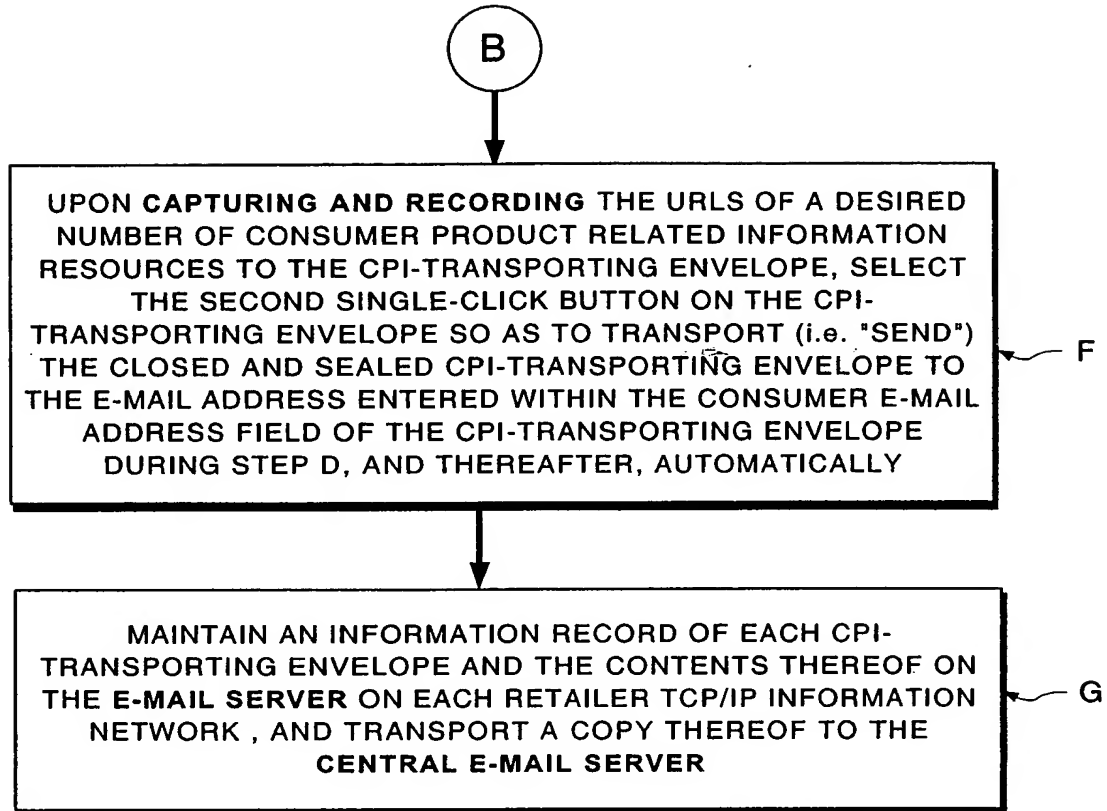


FIG. 3A15C

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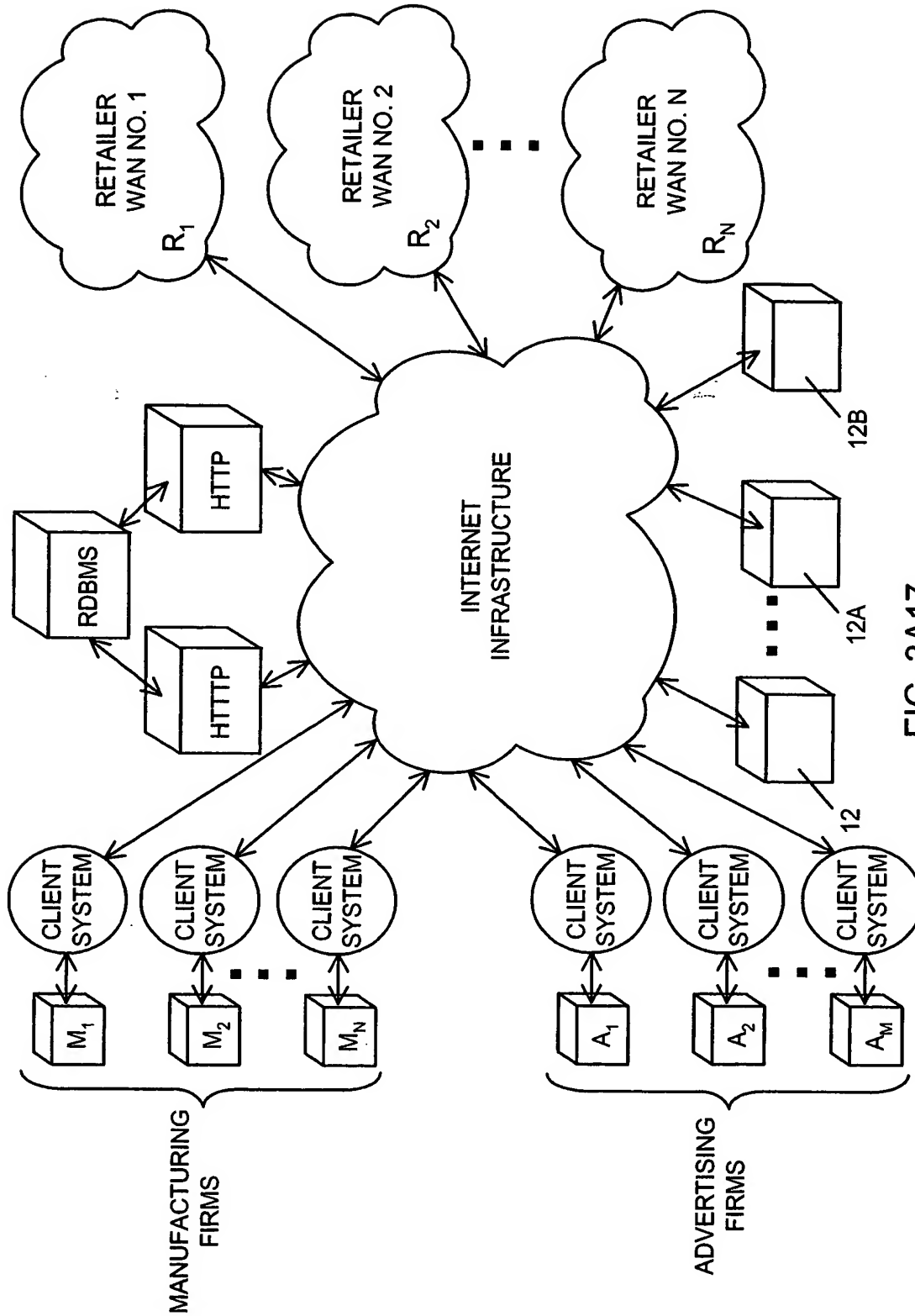


FIG. 3A17

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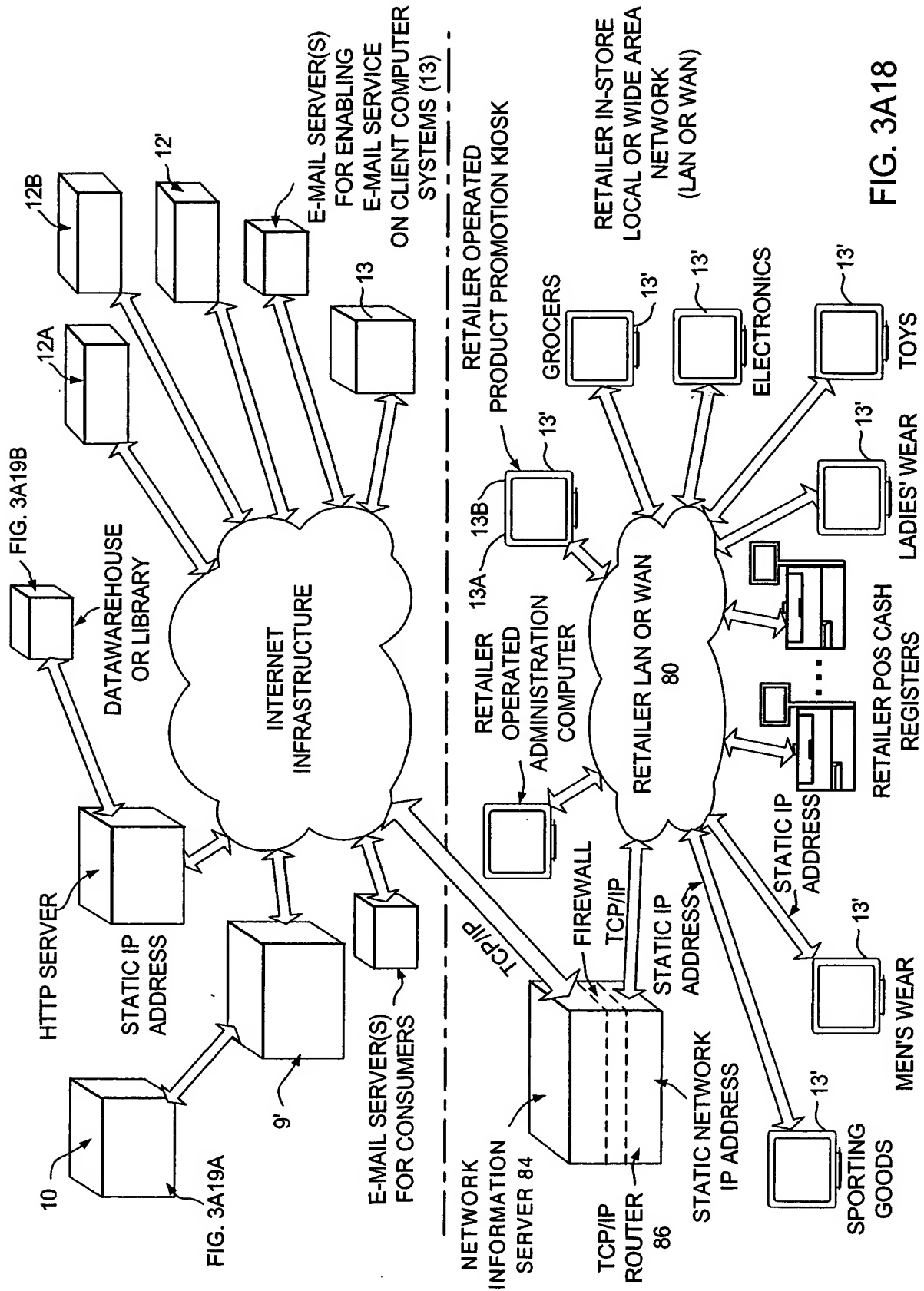


FIG. 3A18

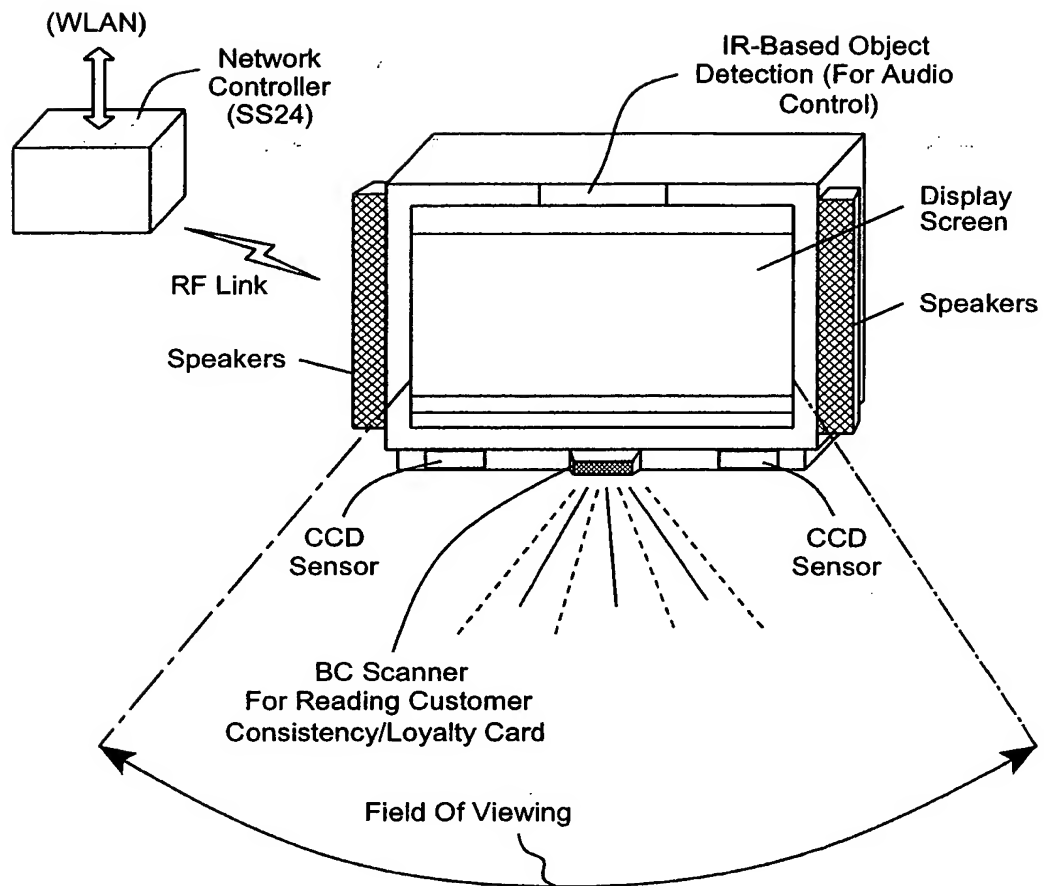
FIG. 3A19A

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UPN	RETAILER	URL NO.1	...	URL NO.N	TRADEMARKS	PRODUCT DESCRIPTION	E-MAIL
			...				
...

FIG. 3A19A

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Features:

- Eye Training And Accounting Subsystem
- Tracks Detected Eyeball

FIG. 3A19C

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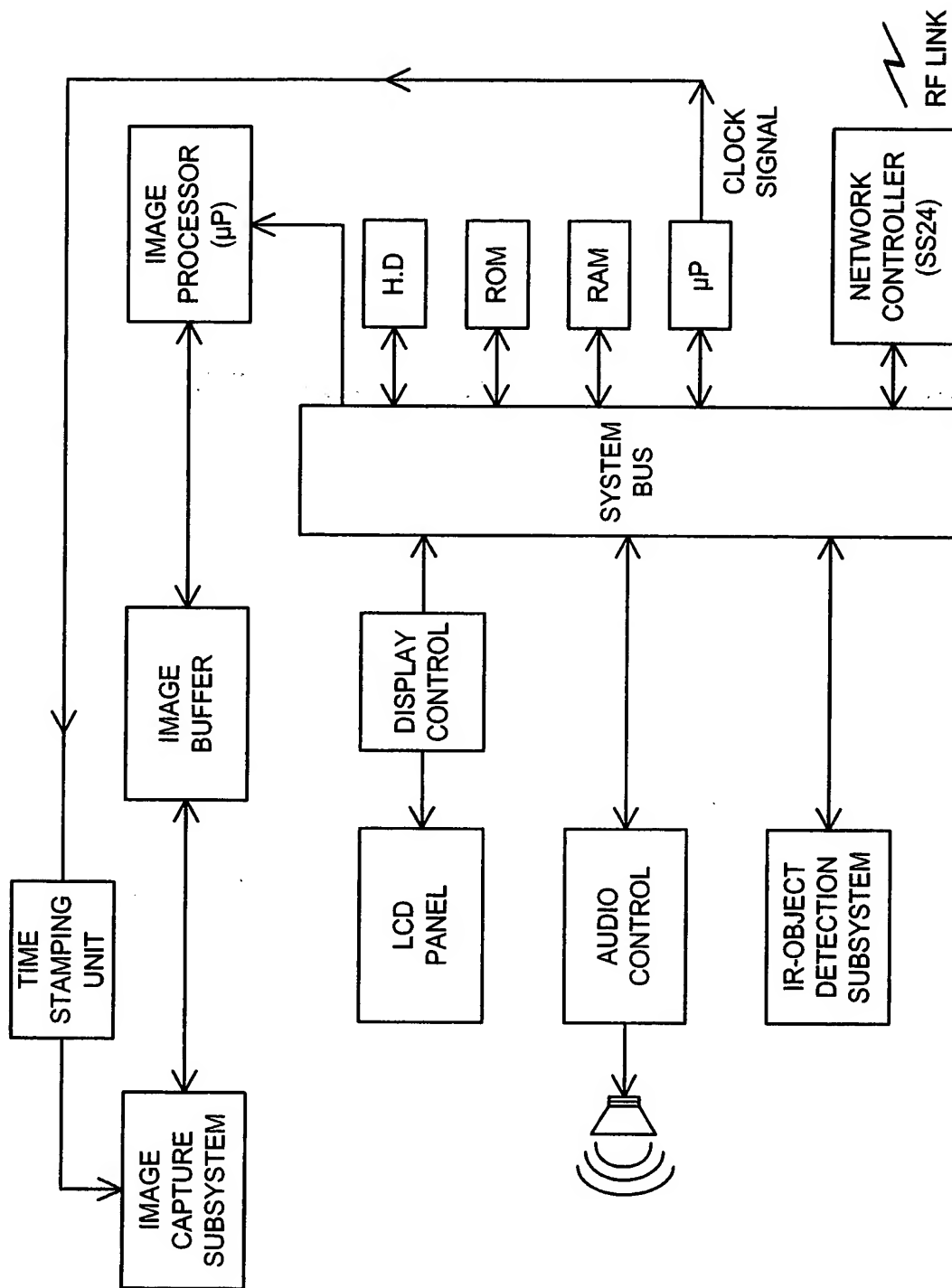


FIG. 3A19D

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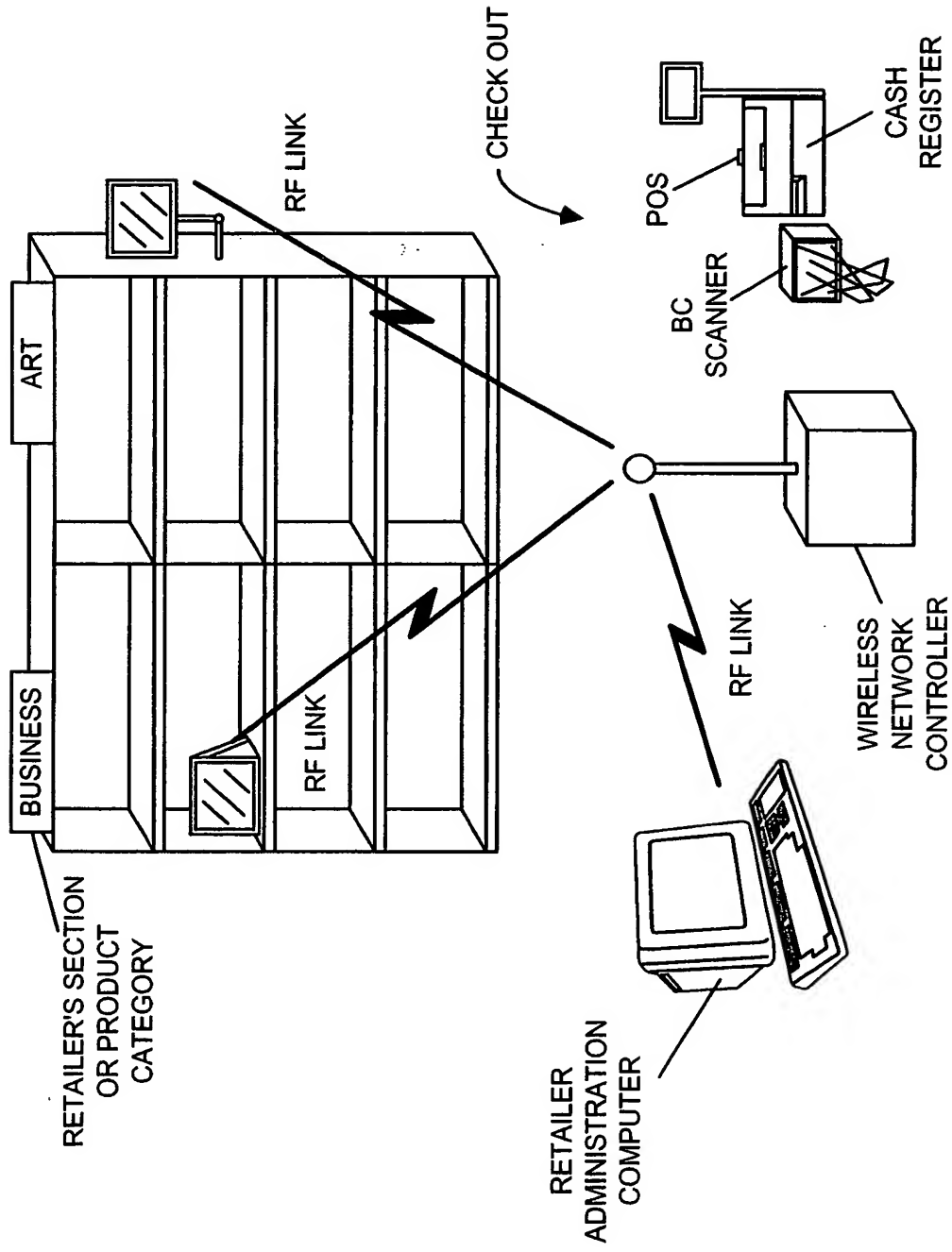


FIG. 3A20

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DISPLAY FRAME FOR DISPLAYING THE RETAILER'S IDENTITY/IMAGE SELECTED BY RETAILER (URL-DF1)	
DISPLAY FRAME FOR DISPLAYING A PRODUCT ADVERTISEMENT CREATED BY MANUFACTURER AND/OR AGENT THEREOF (URL-DF2), AND SELECTED BY RETAILER	
DISPLAY FRAME FOR DISPLAYING A PROMOTIONAL MESSAGE ABOUT THE ADVERTISED PRODUCT, SELECTED BY RETAILER (URL-DF3)	
DISPLAY FRAME FOR DISPLAYING THE LOCATION OF THE ADVERTISED PRODUCT IN THE RETAIL STORE OR IN THE RETAILER'S ELECTRONIC STORE, SELECTED BY RETAILER (URL-DF4)	

FIG. 3A21A

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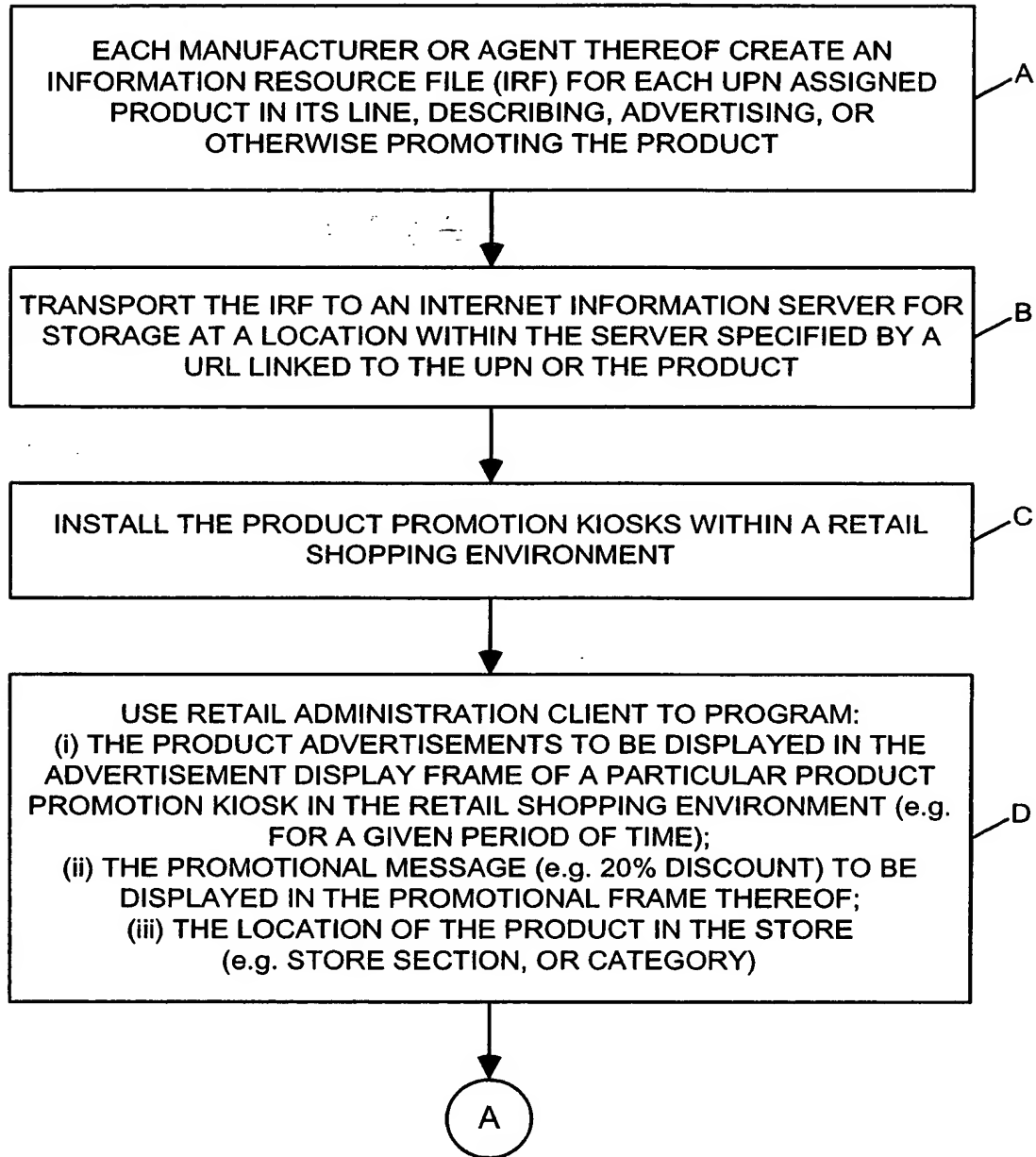


FIG. 3A22A

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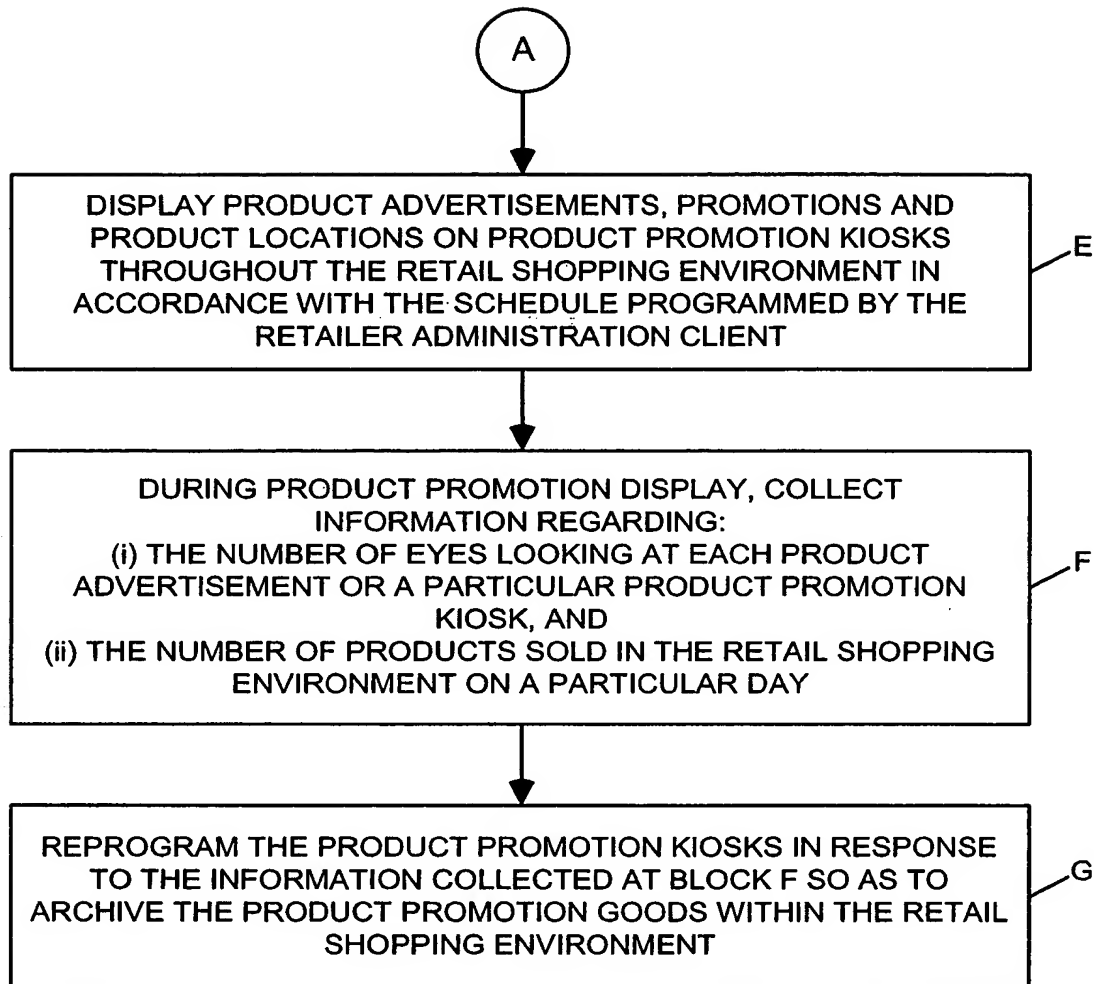


FIG. 3A22B

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PRODUCT PROMOTION PROGRAMMING TABLE

[illegible]

FIG. 3A23

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UPN (PRODUCT)	TIME/DATE	EYE COUNTS	URL/AD	# OF UPN SOLD ON SAME DATE	# OF UPN SOLD ON 2ND DATE	# OF UPN SOLD ON 3RD DATE	# OF UPN SOLD ON 4TH DATE

REPORT

FIG. 3A24

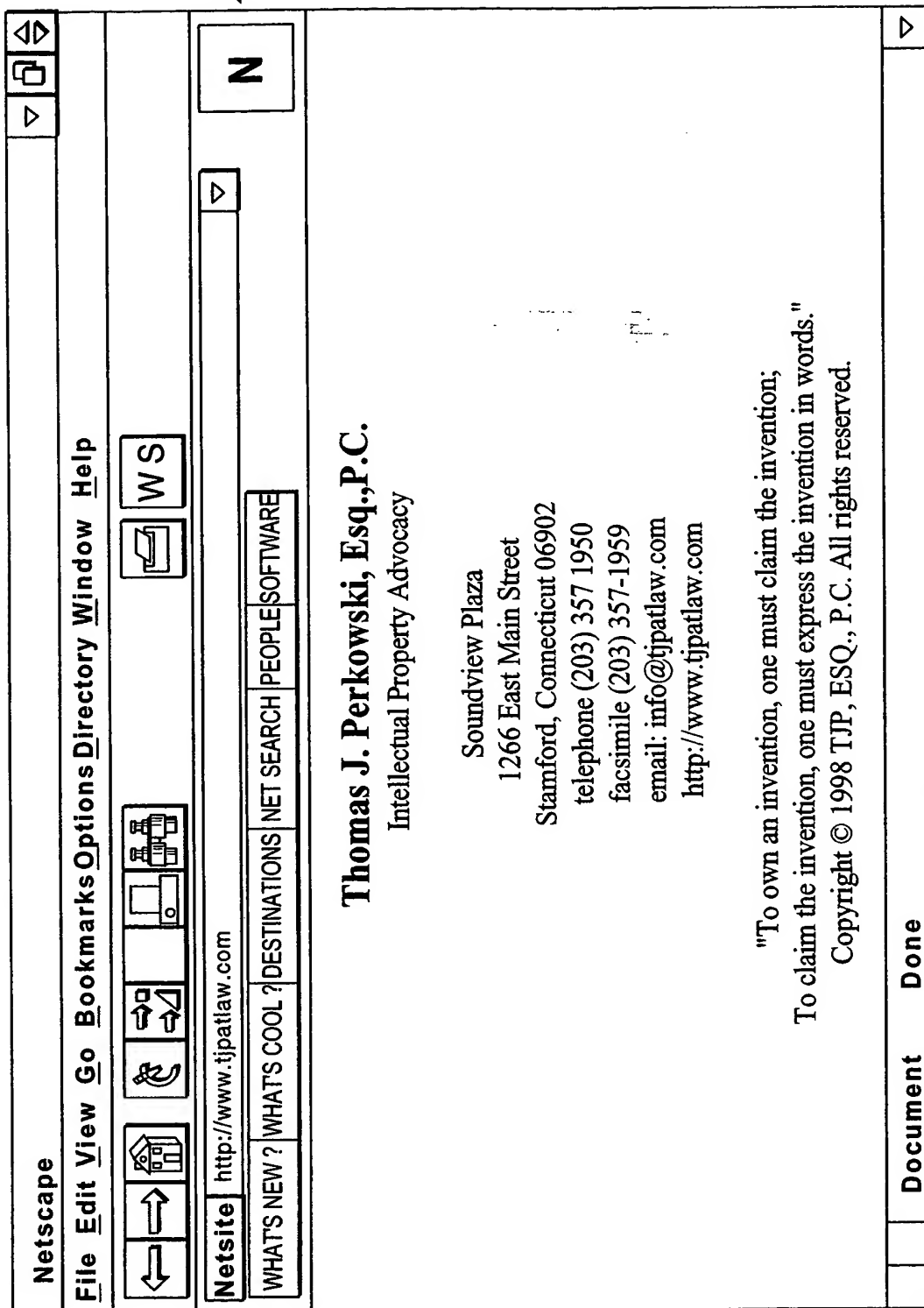


FIG. 3B

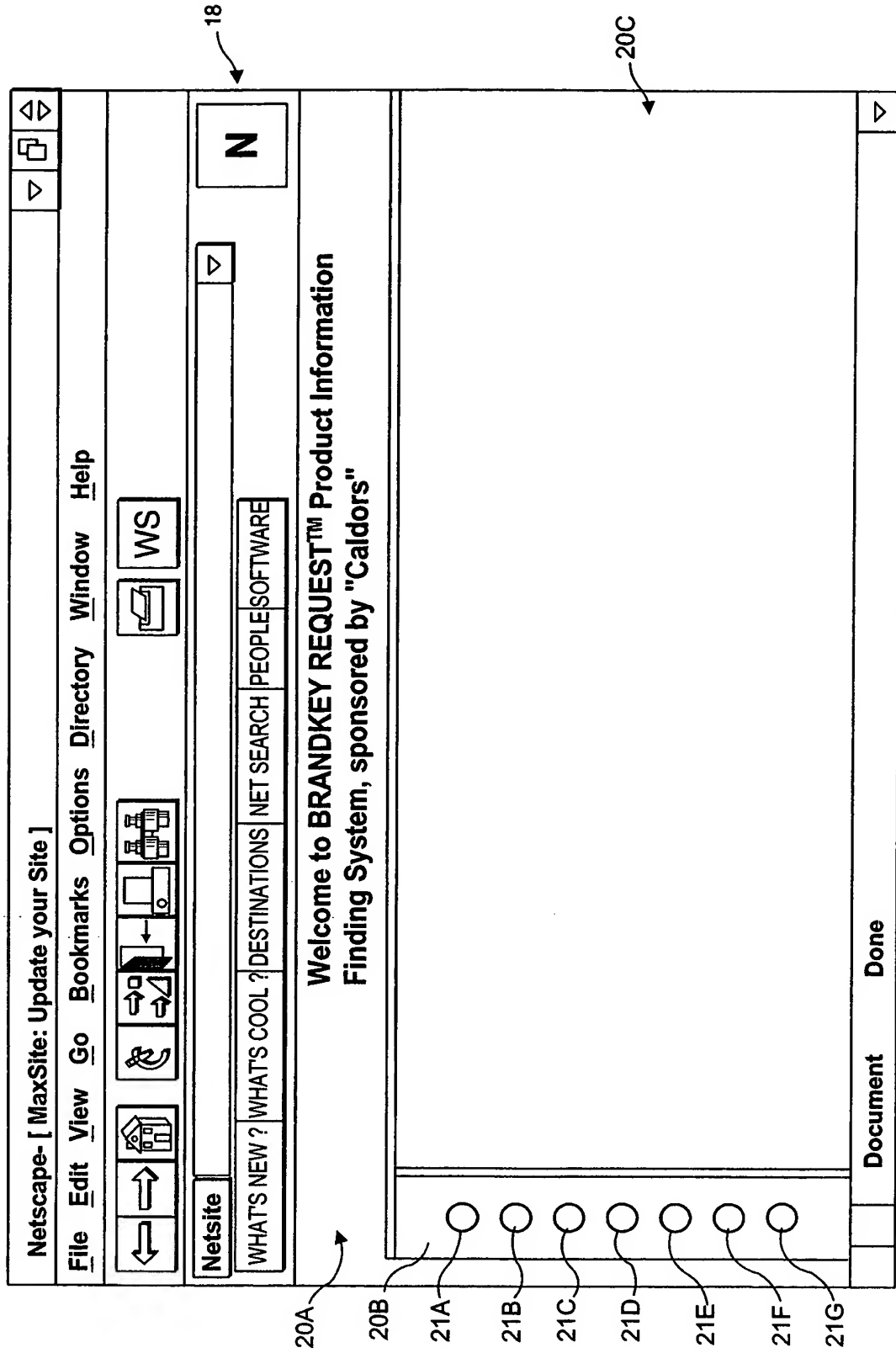


FIG. 3C

IP / SN	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	UNIFORM RESOURCE LOCATOR (URL)	TRADE/ SERVICE MARKS	e-mail ADDRESS	CPIR APPLETS	STATUS
7/18908/ 17674/0	APPLE COMPUTER, INC. CUPERTINO, CA.	POWER MAC 7600/120 COMPUTER	http:// www.power.com/pc	POWER MAC			
0/373/100/6	PROCTOR & GAMBLE	TOOTH PASTE	http:// www.tooth.com/pc	CREST			
3/12547/ 68404/0	WARNER WELCOME	ACID REDUCER	http:// www.zantac.com/pc	ZANTAC ZANTAC 75			
0/00005/ 17643/4	KODAK, INC.	FILM PROCESSING	http:// www.kodak.com/pc	KODAK			
• • •	• • •	• • •	• • •	• • •	• • •	• • •	• • •
0/27242/ 51057/9	SONY, INC.	PERSONAL COMPUTER	http://www.sony.com/ pc	SONY			

FIG. 4A1

CONSUMER PRODUCT INFO. REQUEST,
CPIR-ENABLING APPLLET LIBRARY

URL	PRODUCT SPECIFICATION INFORMATION FIELD	PRODUCT UPDATE INFORMATION FIELD	PRODUCT WARRANTY / SERVING INFORMATION FIELD	PRODUCT INCENTIVE INFORMATION FIELD	PRODUCT REVIEW INFORMATION FIELD	MISCELLA- NEOUS INFORMATION FIELD	PRODUCT ADVERTI- SEMENT INFORMATION FIELD
.
.
.

FIG. 4A2

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I P / S N	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	TRADE/SERVICE MARKS	E-MAIL ADDRESS	STATUS
7/05089/37460/7	NETSCAPE COMMUNICATIONS CORP.	INTERNET NAVIGATOR	NETSCAPE, NAVIGATOR		
0/30000/01020/4	QUAKER, INC.	OATMEAL	QUAKER		
0/496/390/1	COLA COLA, INC.	COCA SODA	COCA - COLA, COKE		
0/7599/24245/2	WARNER BROS.	PAT METHANY AUDIO CD	GEFFEN		
:	:	:	:	:	:
:	:	:	:	:	:

FIG. 4B

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Manufacturer	
Company Name	
Street Address	
City	
State	
Postal Code	
Country	
Manufacturer ID Number	
Contact Person	
Phone Number	
E-Mail	
Domain Name	
Website Creation Date	
Website Existence	
Manufacturer Website URL	

Consumer Product	
UPC Number	A
Company Name	A
Manufacturer ID Number	A
Manufacturer Product Number	A
Manufacturer Website URL	A
Product Description	T

Information Resources on the WWW

UPC Number	A
Manufacturer ID Number	A
Manufacturer Product Number	A
Company Name	A
URL for Product Description	A

Manufacturer	
Company Name	A
Street Address	A
City	A
State	A
Postal Code	A
Country	A
Manufacturer ID Number	A
Contact Person	A
Phone Number	A
E-Mail	A
Domain Name	A
Website Creation Date	D
Website Existence	A
Manufacturer Website URL	A

FIG. 4C1

FIG. 4C

Info. Resources on WWW
UPC Number
Manufacturer ID Number
Manufacturer Product Number
Company Name
URL For Product Description
URL For Product Manual
URL For Warranty Service
URL For WWW Advertisement
URL For WWW Advertisement
URL For WWW Advertisement
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Retailer No.1
URL For Product Retailer No.2
URL For Product Retailer No.3
URL For Direct Product Purchase
URL For Complementary Product
URL For Complementary Product
URL For Complementary Product
URL For Company Annual Report
URL For Company Stock Purchase

FIG. 4C3

Consumer Product
UPC Number
Company Name
Manufacturer ID Number
Manufacturer Product Number
Manufacturer Website URL
Product Description
Primary Trademark
Secondary Trademark
Package Type
UPC Symbol Type
Website Marking on Package
800 Consumer Phone Number

FIG. 4C2

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RETAILER
Company Name
Street Address
City
State
Postal Code
Country
Manufacturer ID Number
Contact Person
Phone Number
E-Mail
Domain Name
Website Creation Date
Website Existence
Manufacturer Website URL
Manufacturer No. 1
Manufacturer No. 2
Manufacturer No. 3
Manufacturer No. 4
Manufacturer No. 5
Manufacturer No. 6
Manufacturer No. 7
Manufacturer No. 8
Manufacturer No. 9
Manufacturer No. 10
⋮
Manufacturer No. N

FIG. 4D

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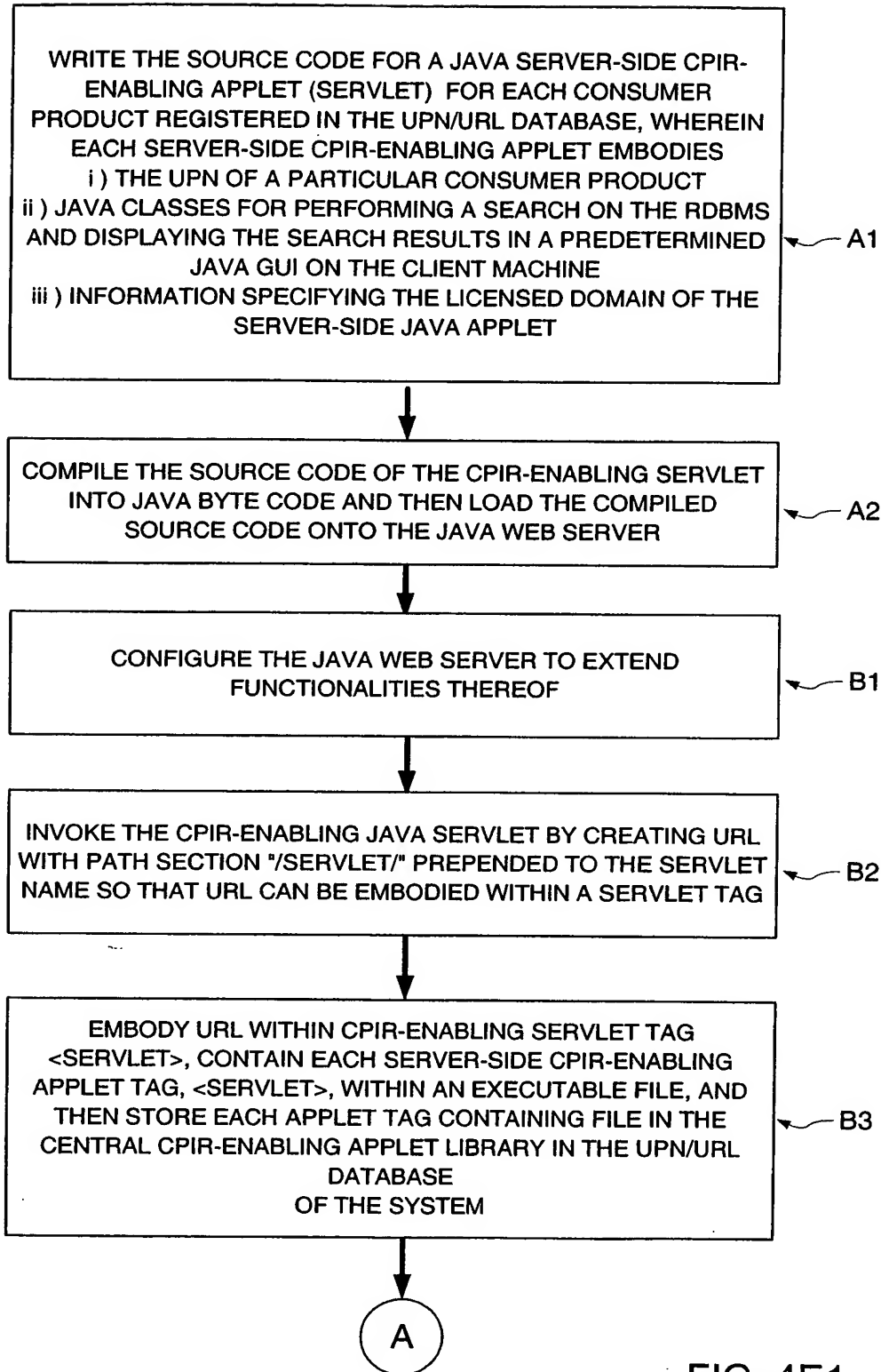


FIG. 4E1

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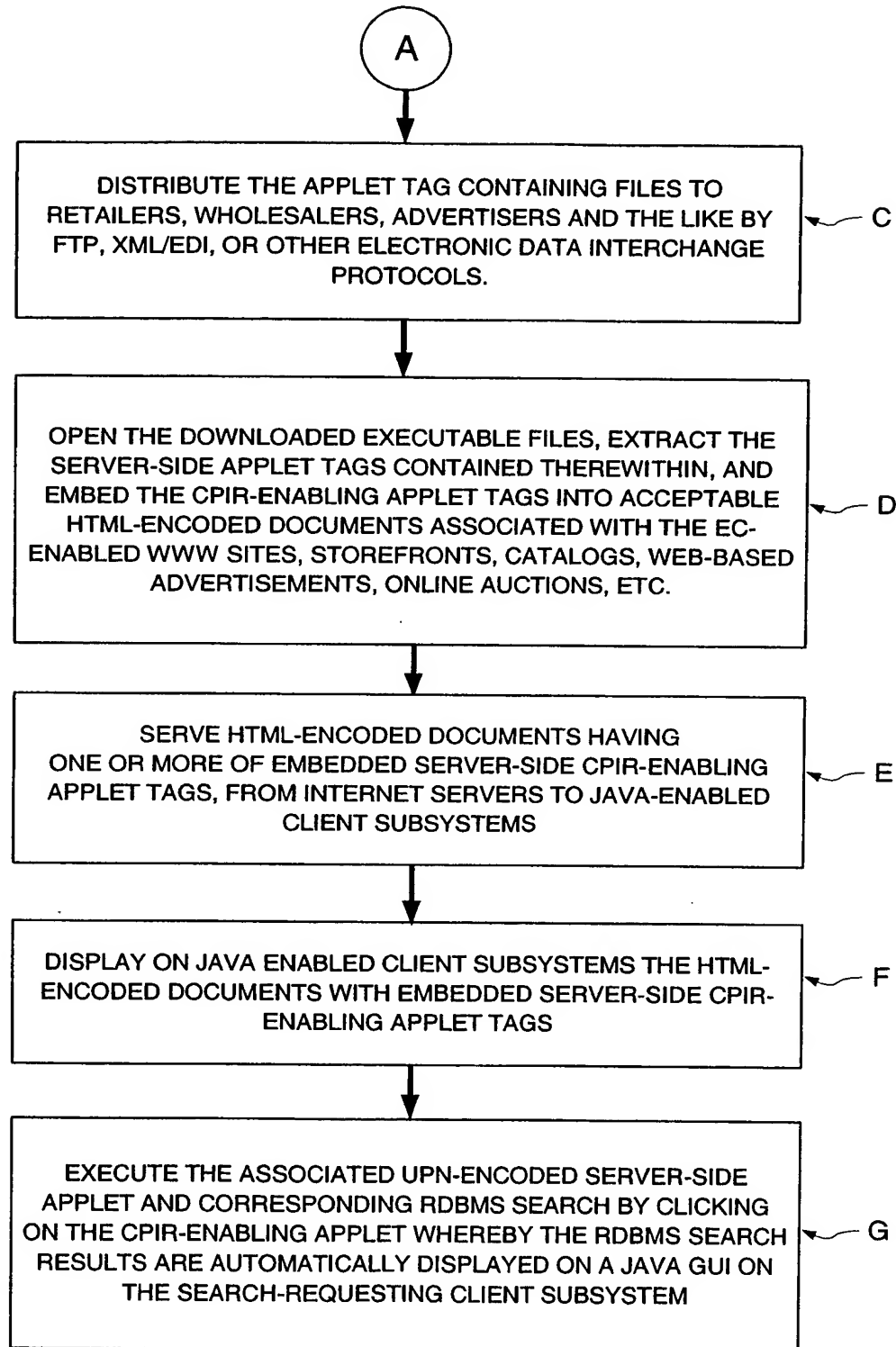


FIG. 4E2

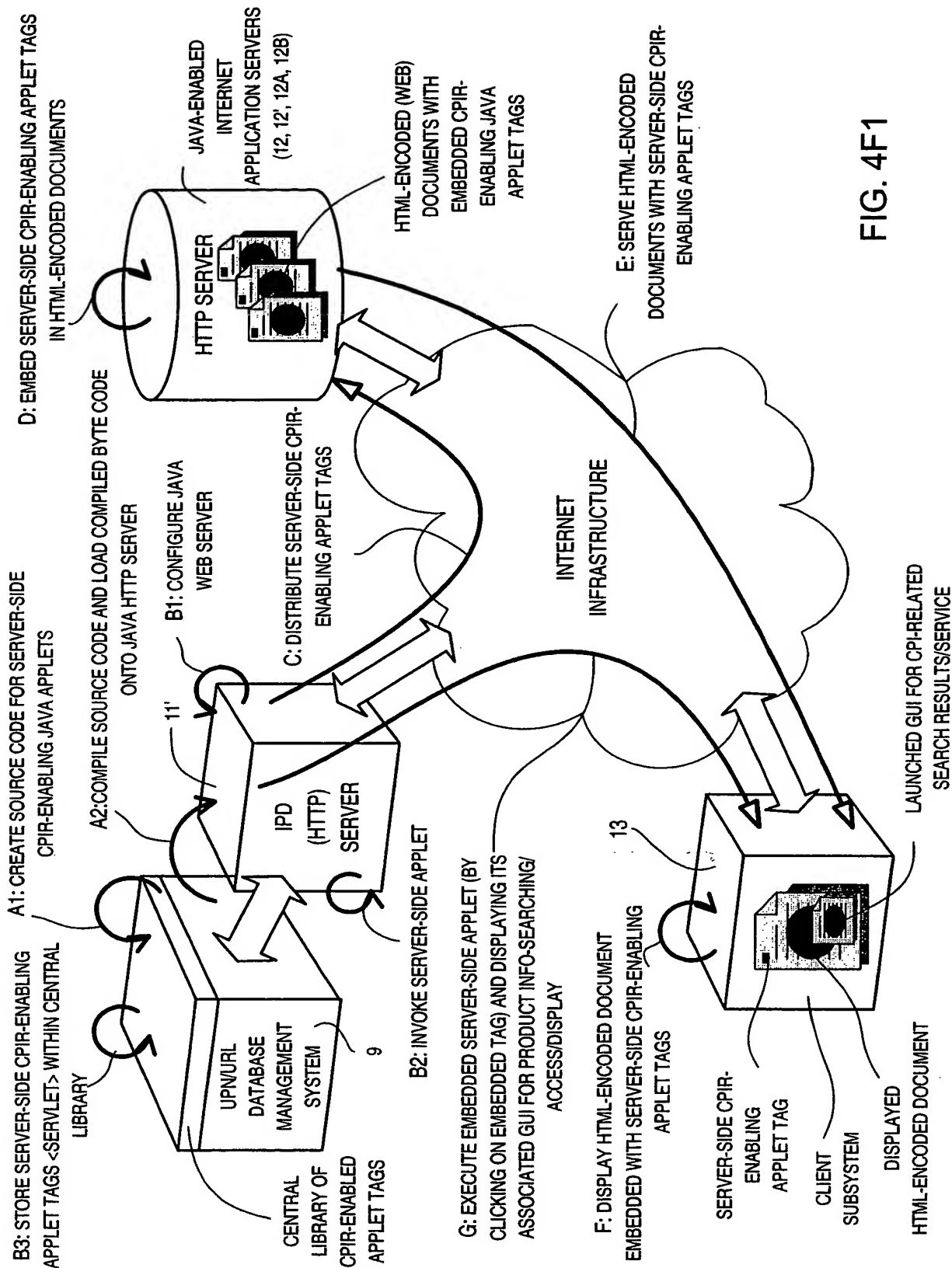


FIG. 4F1

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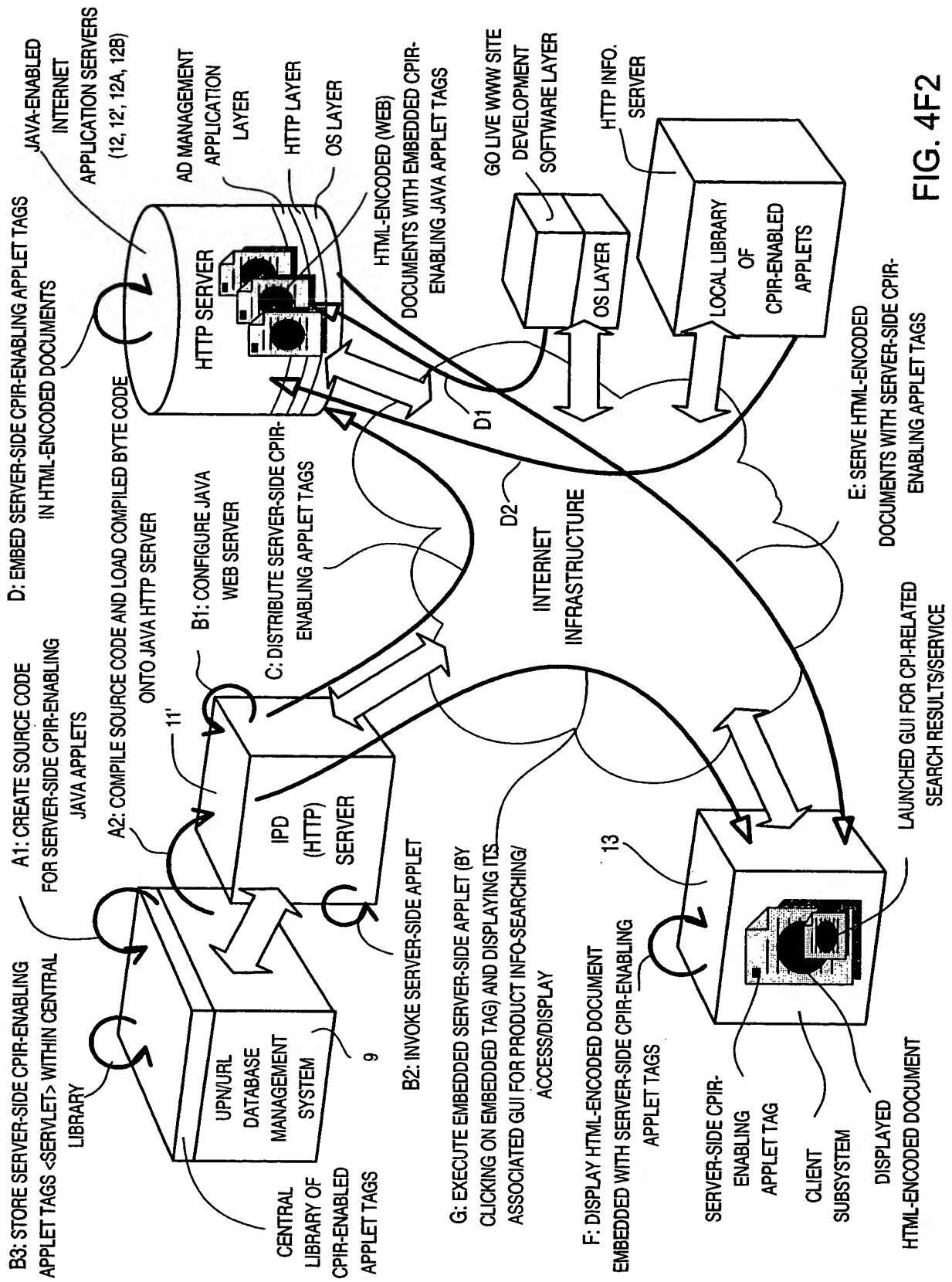


FIG. 4F2

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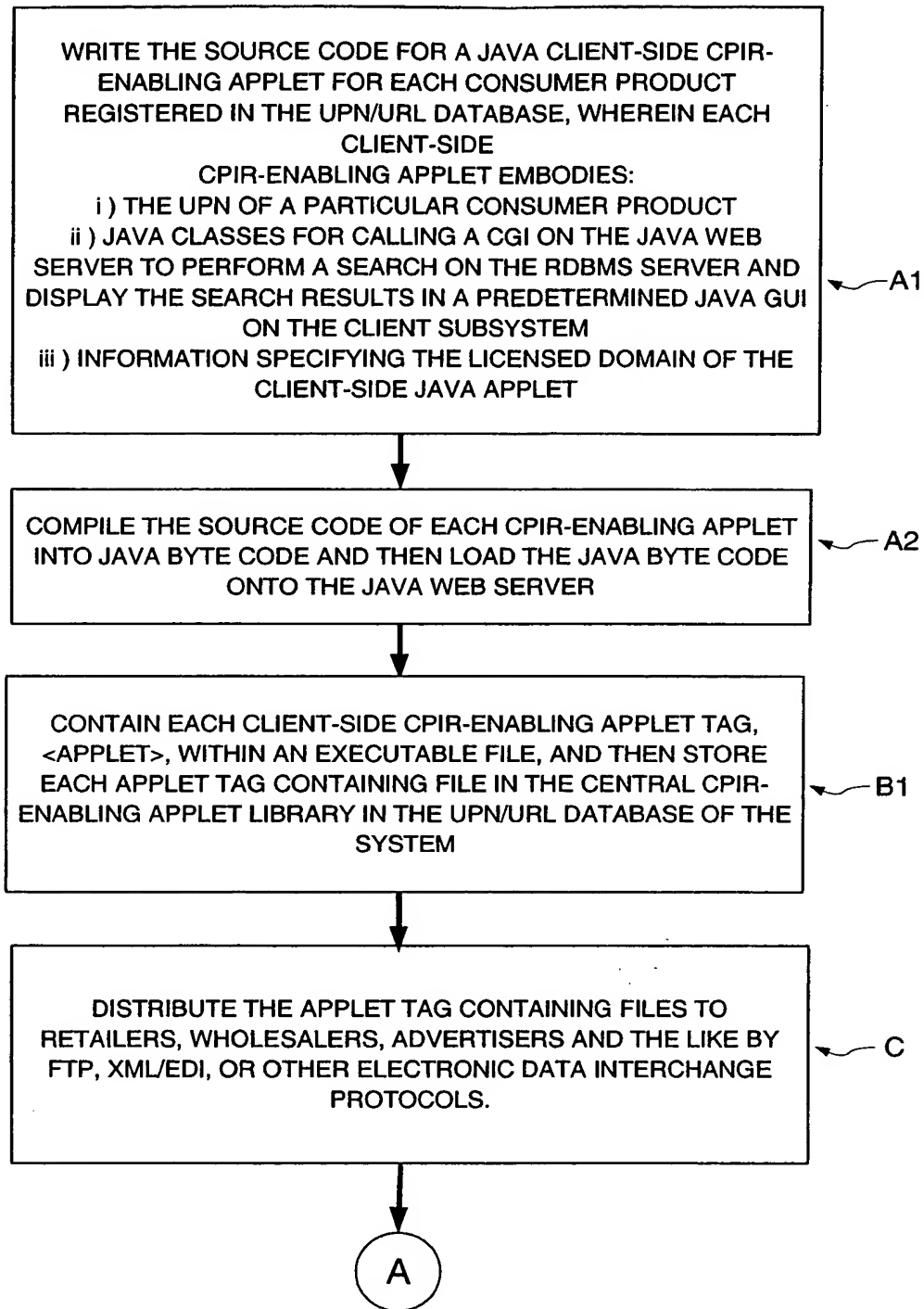


FIG. 4G1

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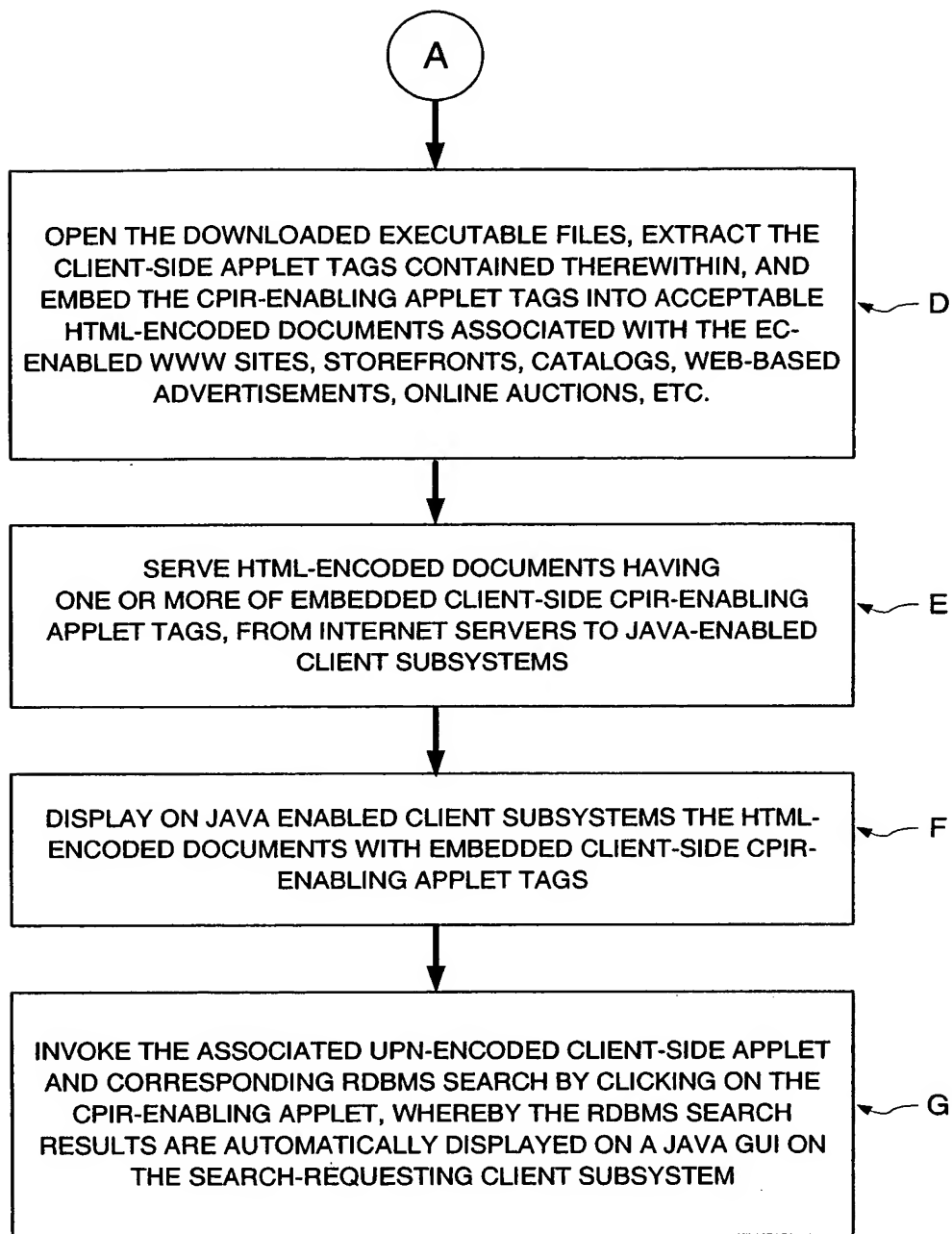


FIG. 4G2

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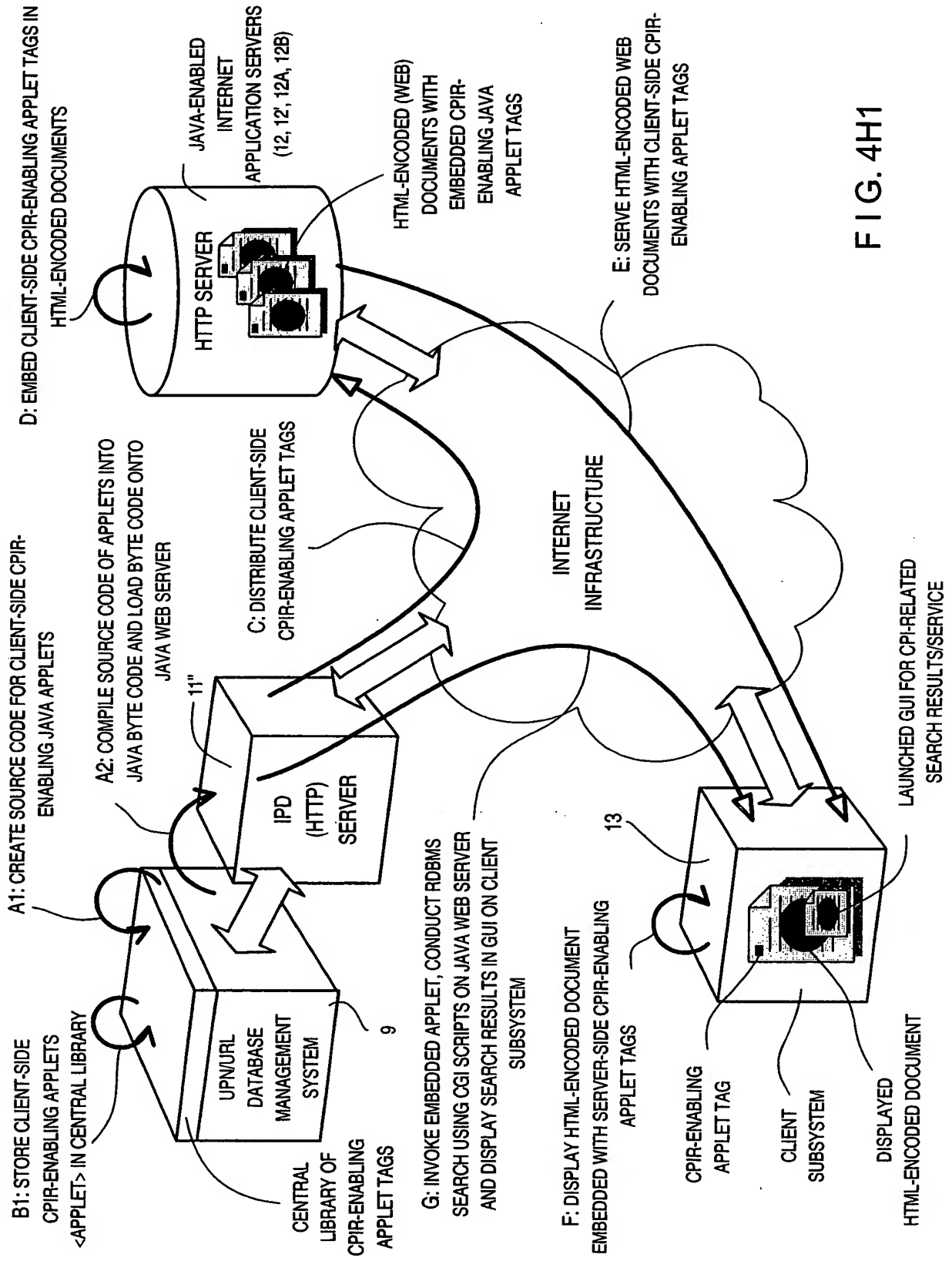


FIG. 4H1

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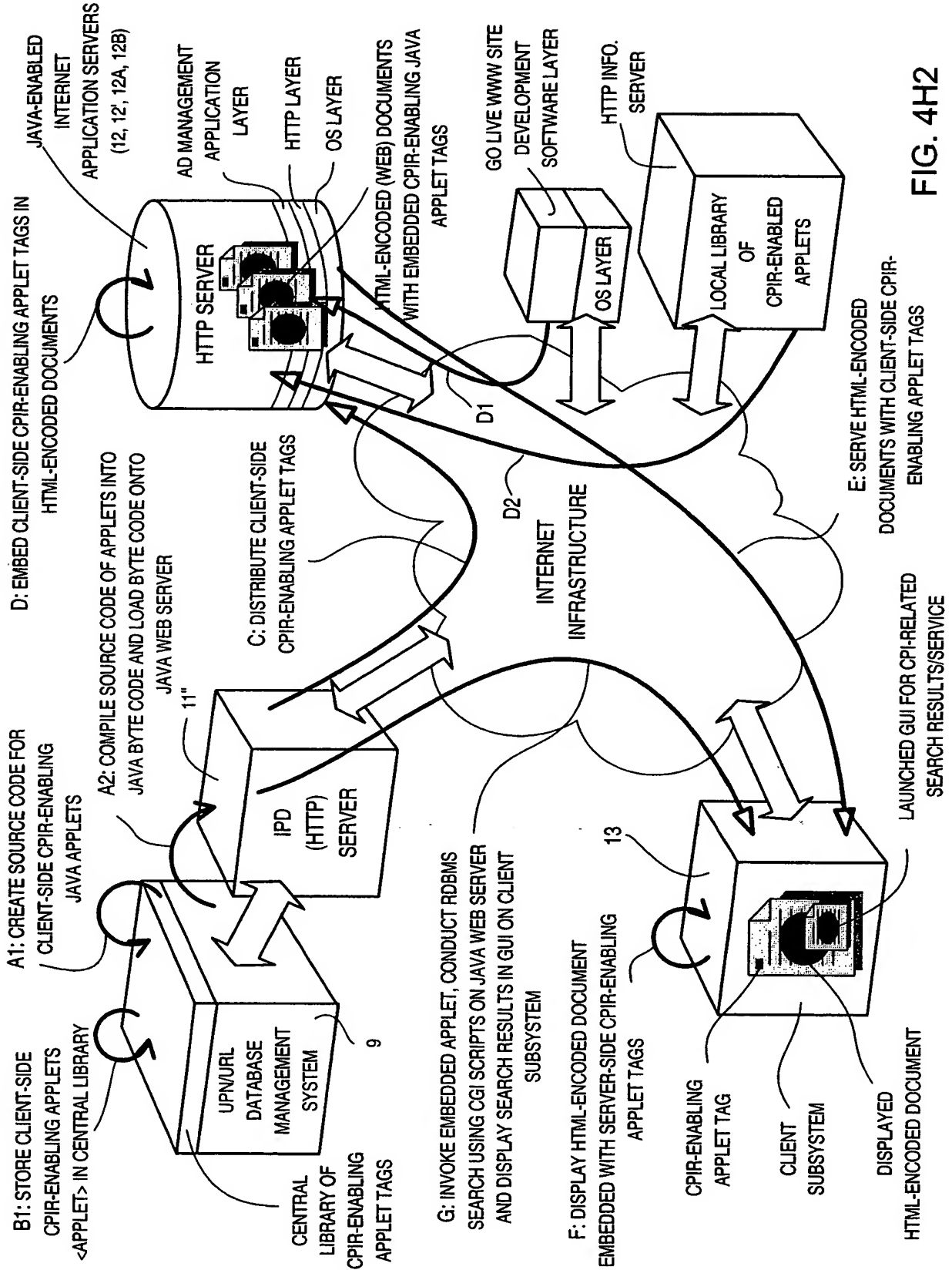


FIG. 4H2

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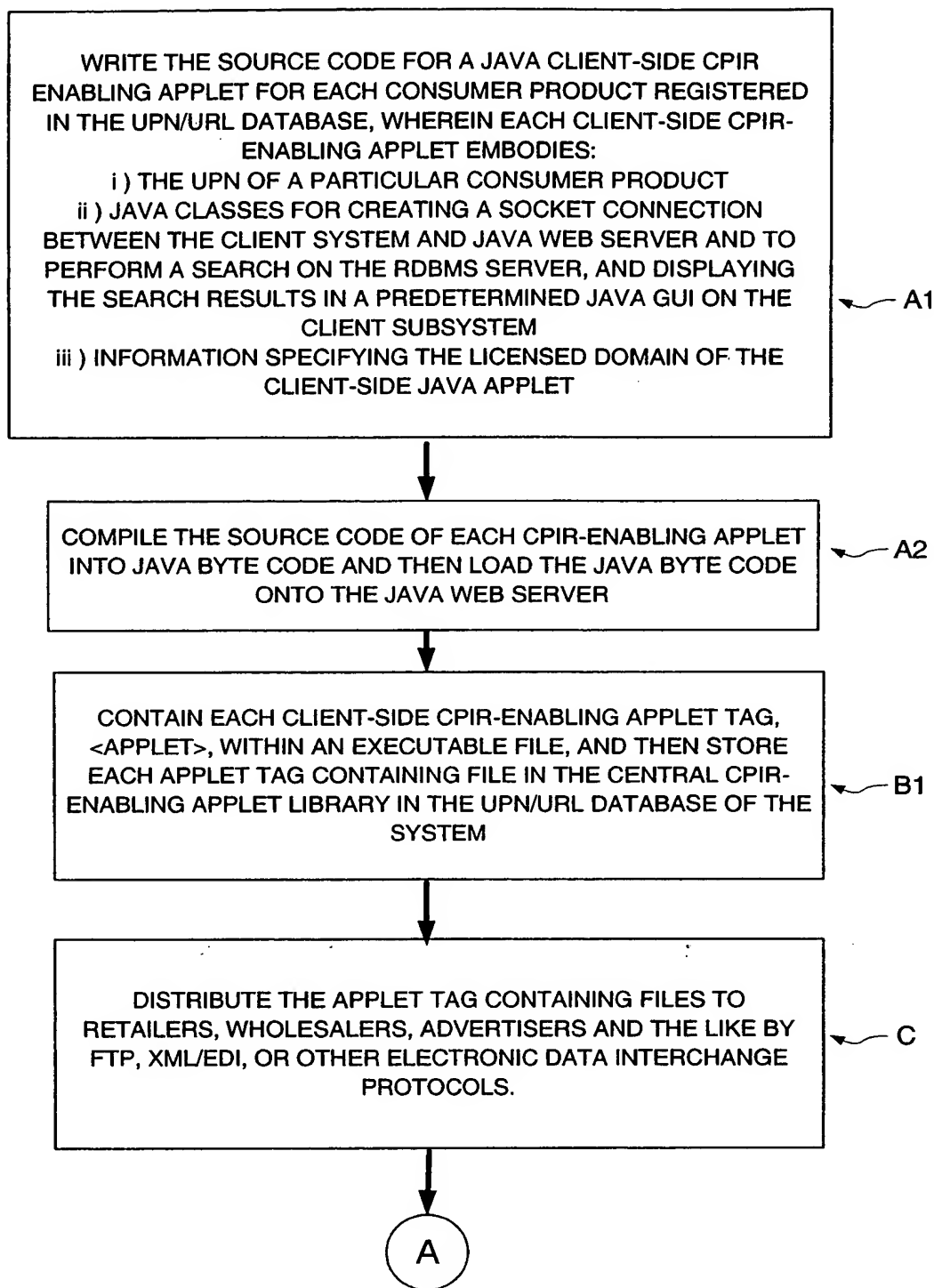


FIG. 411

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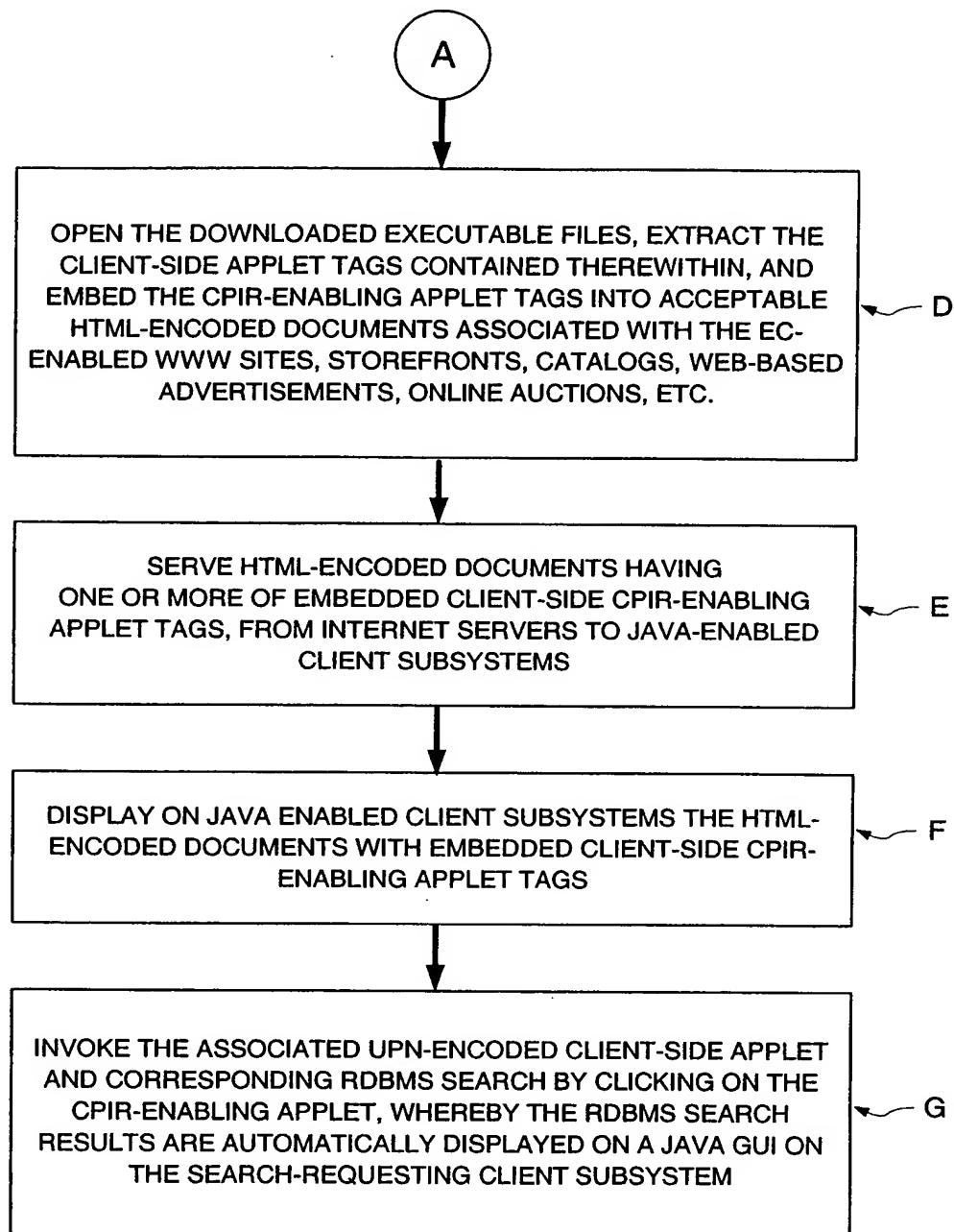
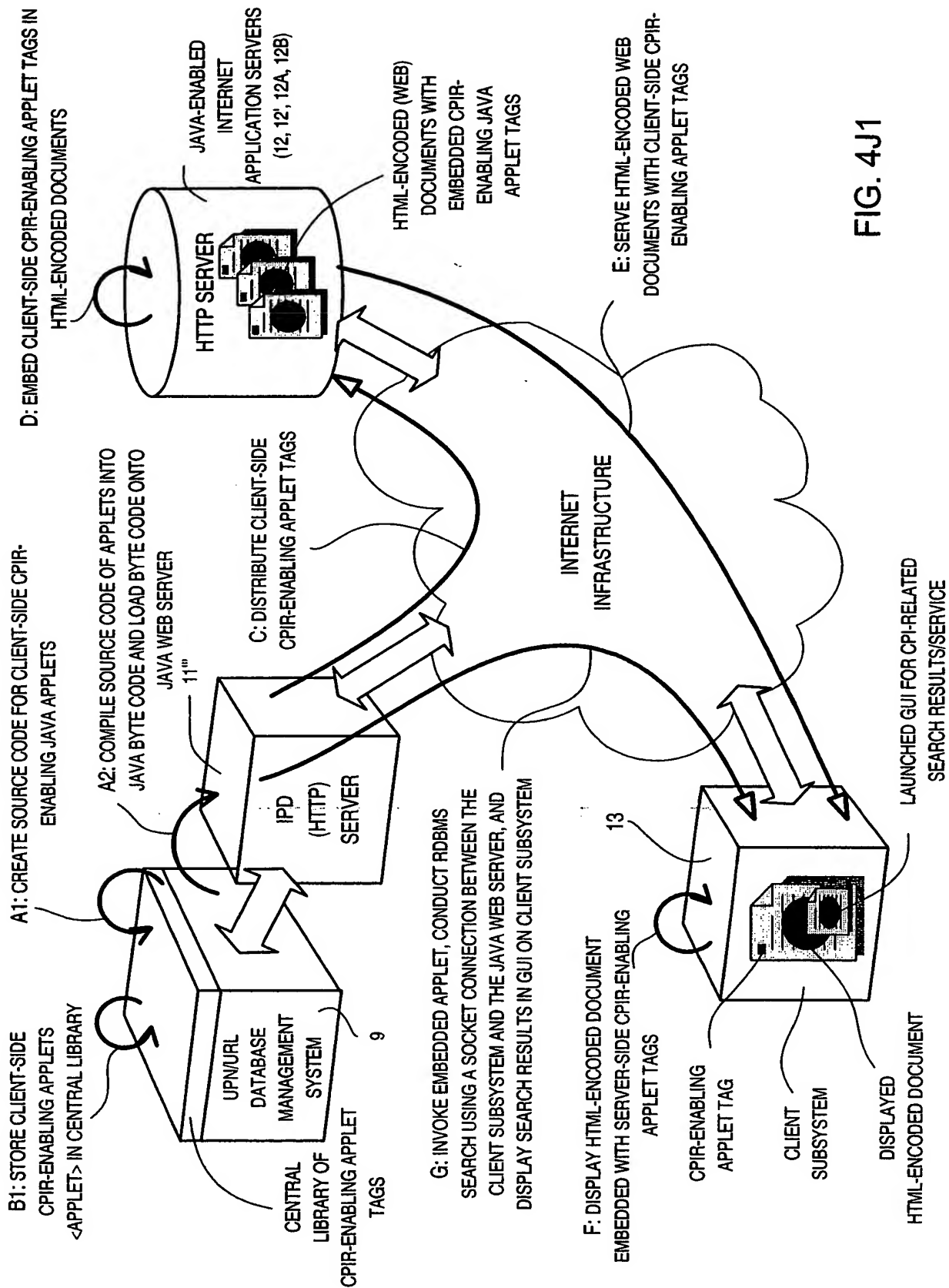
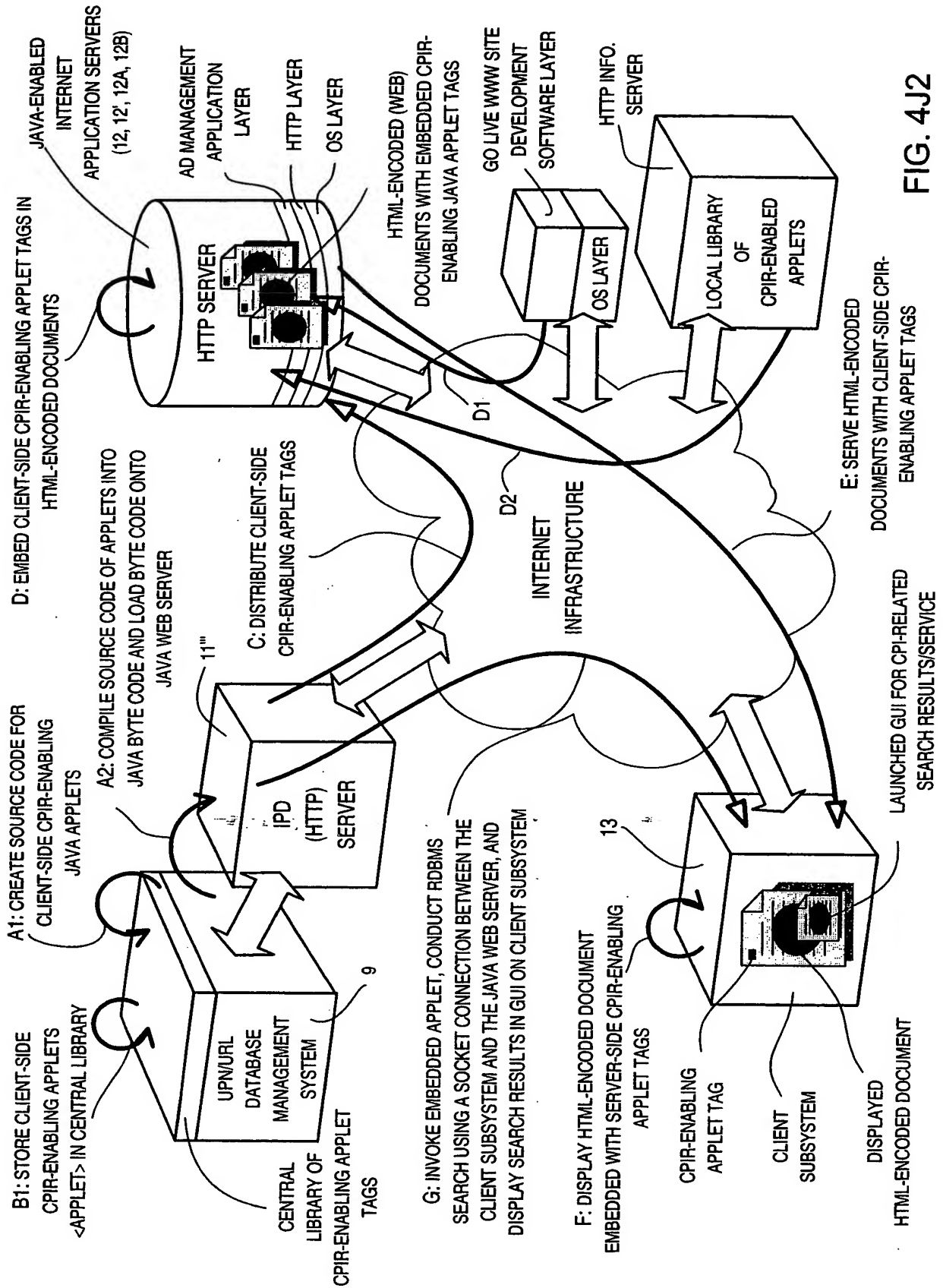


FIG. 412



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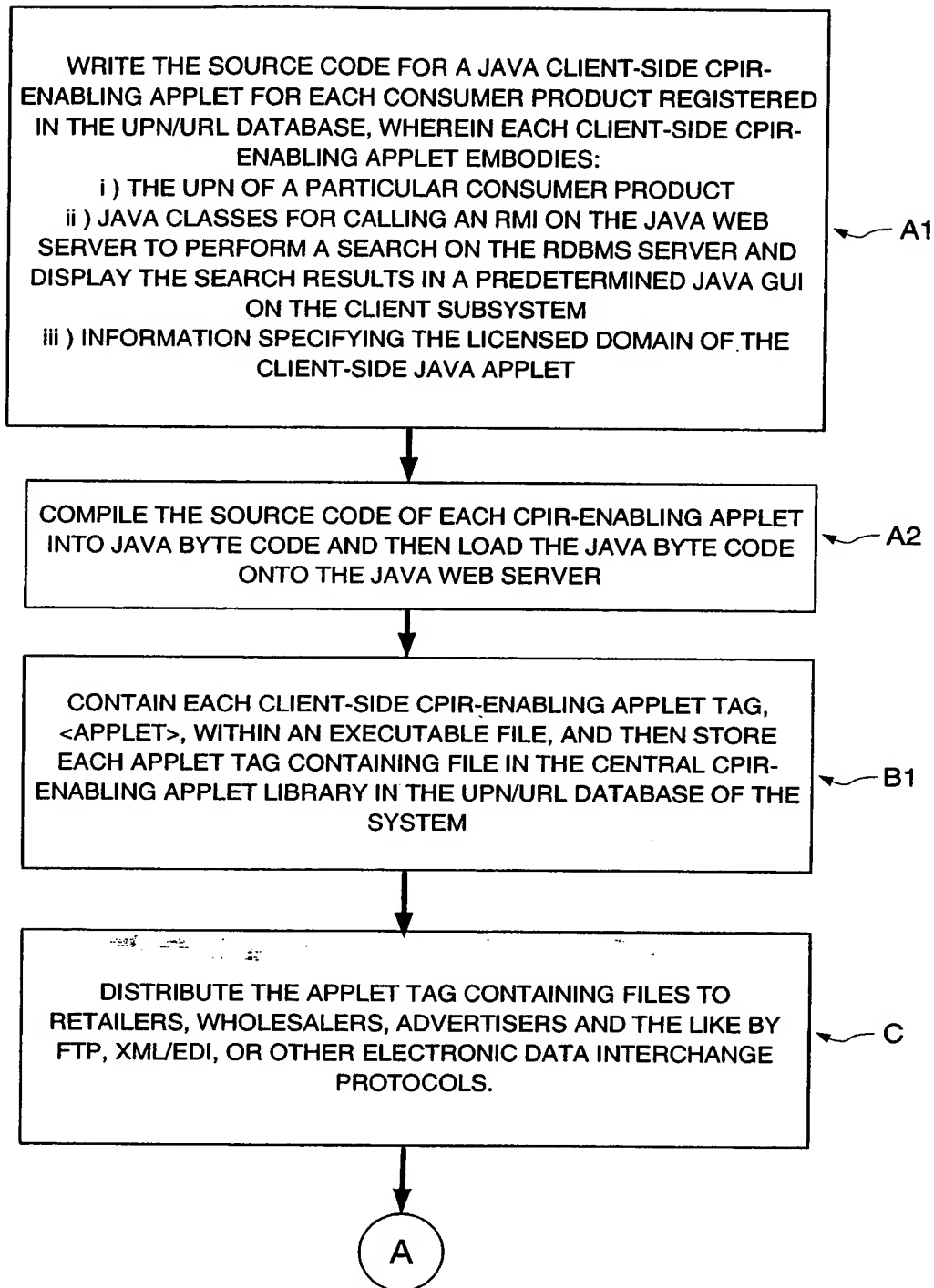


FIG. 4K1

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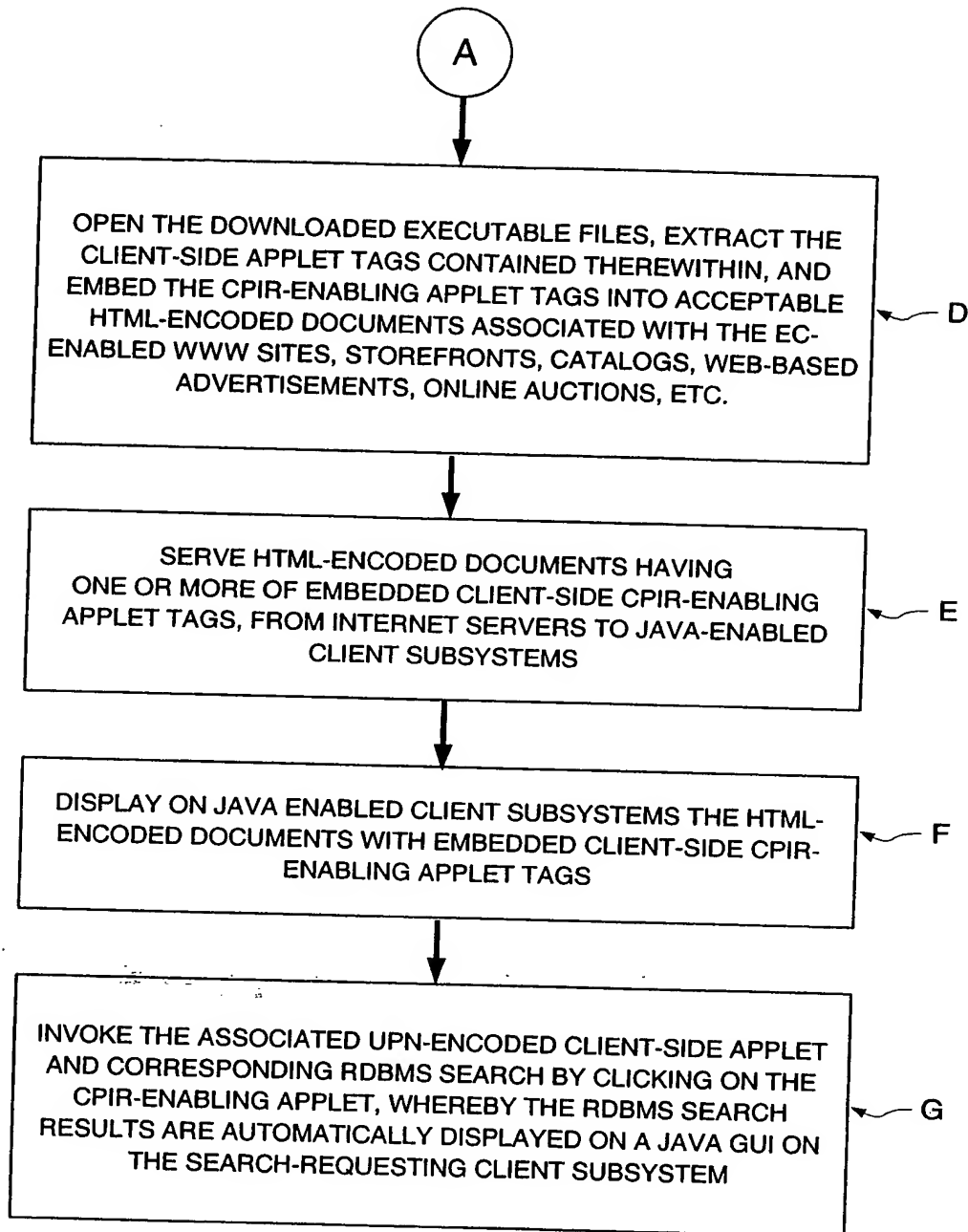


FIG. 4K2

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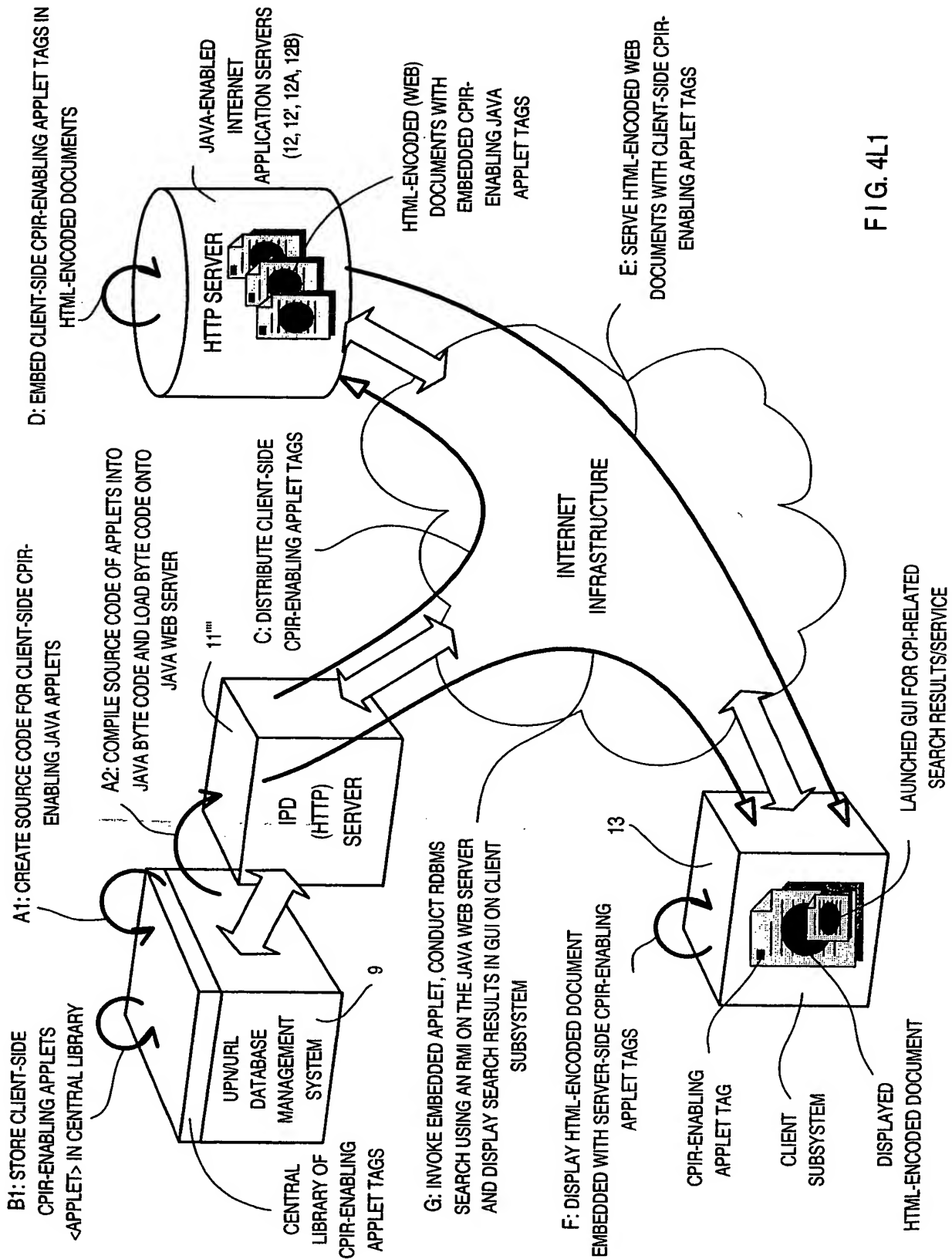


FIG. 4L1

CENTRAL LIBRARY OF CPIR-ENABLING APPLETS				
UPC No.	Trademark	Manufacturer No.	Download	
0000000000	Power Mac Computer	0000000000	Click here to Download	
11111111111	Sony	111111111111111	Click here to Download	
222222222	J. Crew	2222222222222	Click here to Download	
			Click here to Download	
			Click here to Download	

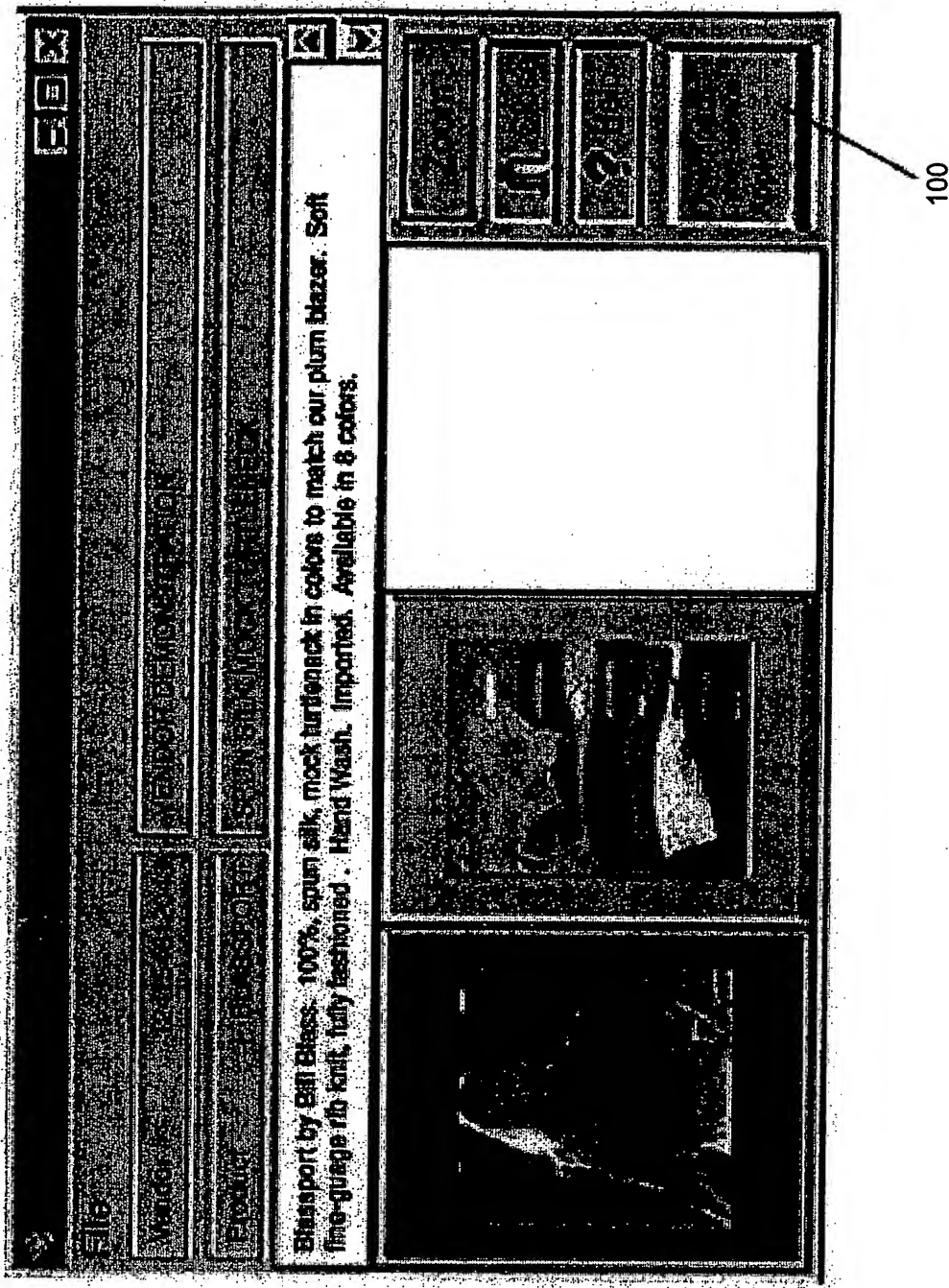


FIG. 4M2

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Yahoo! - Refine your search

2

BRANDKEY REQUEST™ CENTRAL
Product Information Search

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Yahoo! Mail
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YAHOO! OR TOPLESS?

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Shopping - Auctions - Yellow Pages - People Search - Maps - Travel - Classifieds - Personals - Games - Chat - Cyber Mail - Calendar - Miscellany - Canadian - My Yahoo! - News - Sports - Weather - TV - Stock Quotes - More...

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Computers & Internet Internet, WWW, Software, Games...	Reference Libraries, Dictionaries, Quotations...	More...
Education Colleges and Universities, K-12	Regional Countries, Regions, US States	

FIG. 4N1

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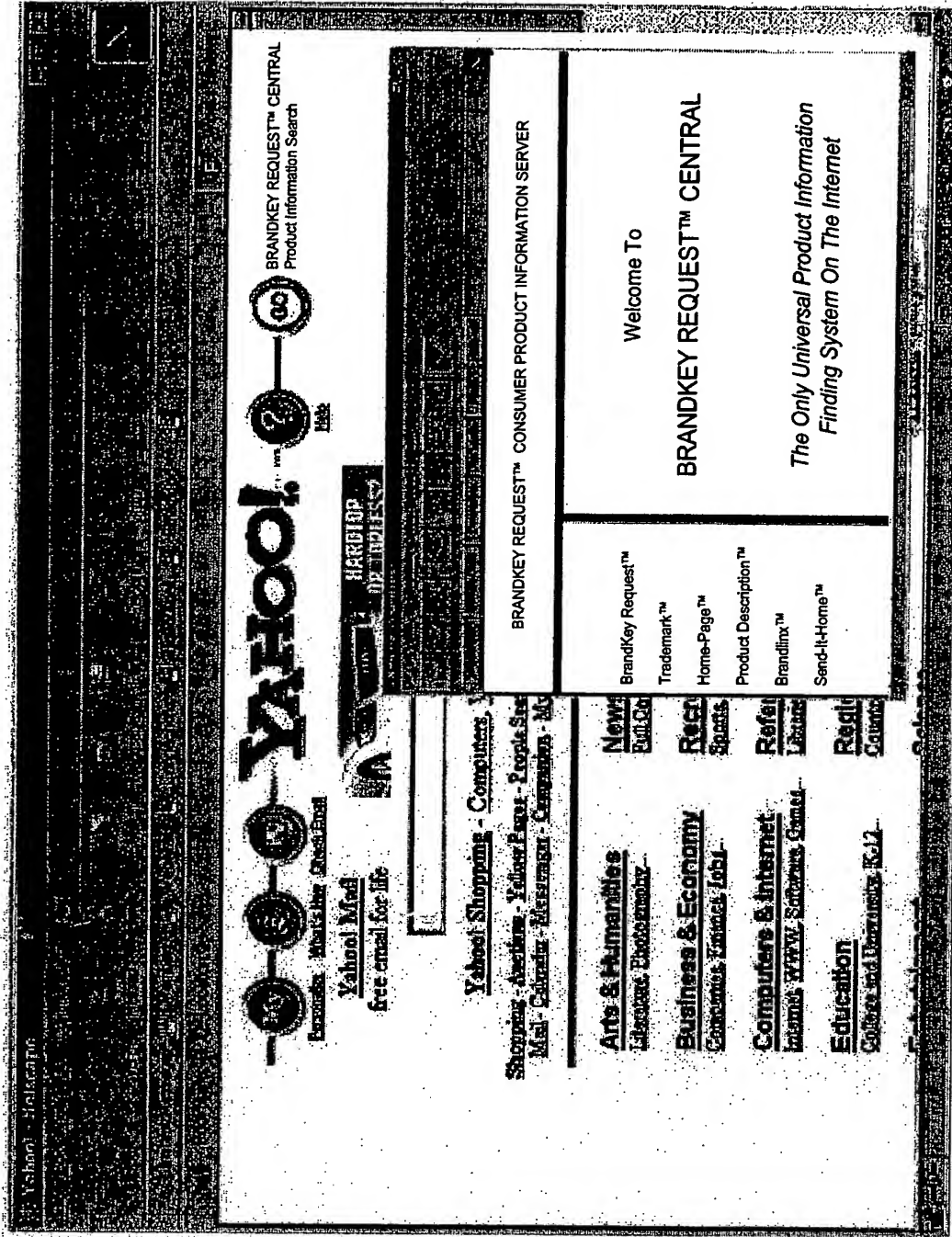


FIG. 4N2

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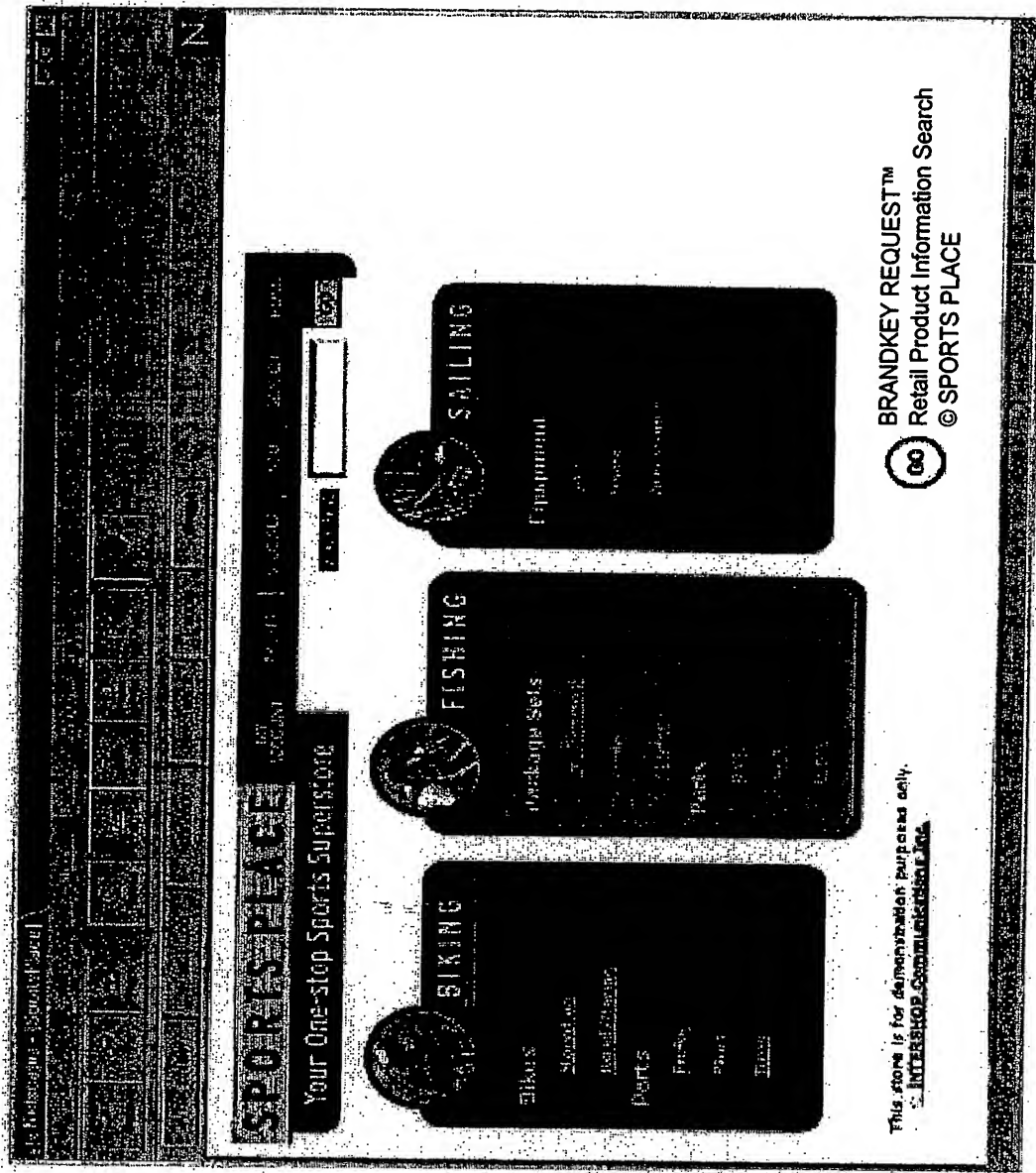


FIG. 401

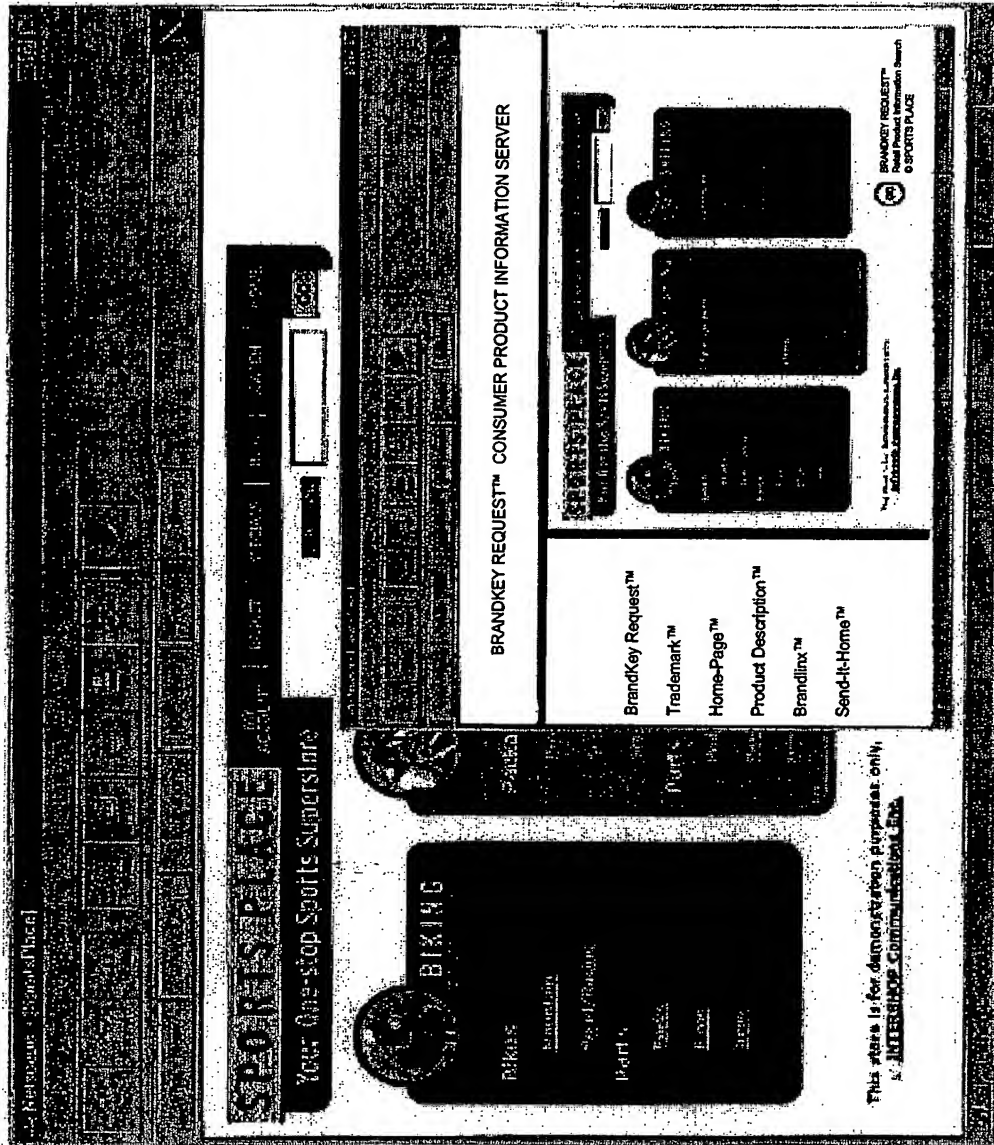


FIG. 402

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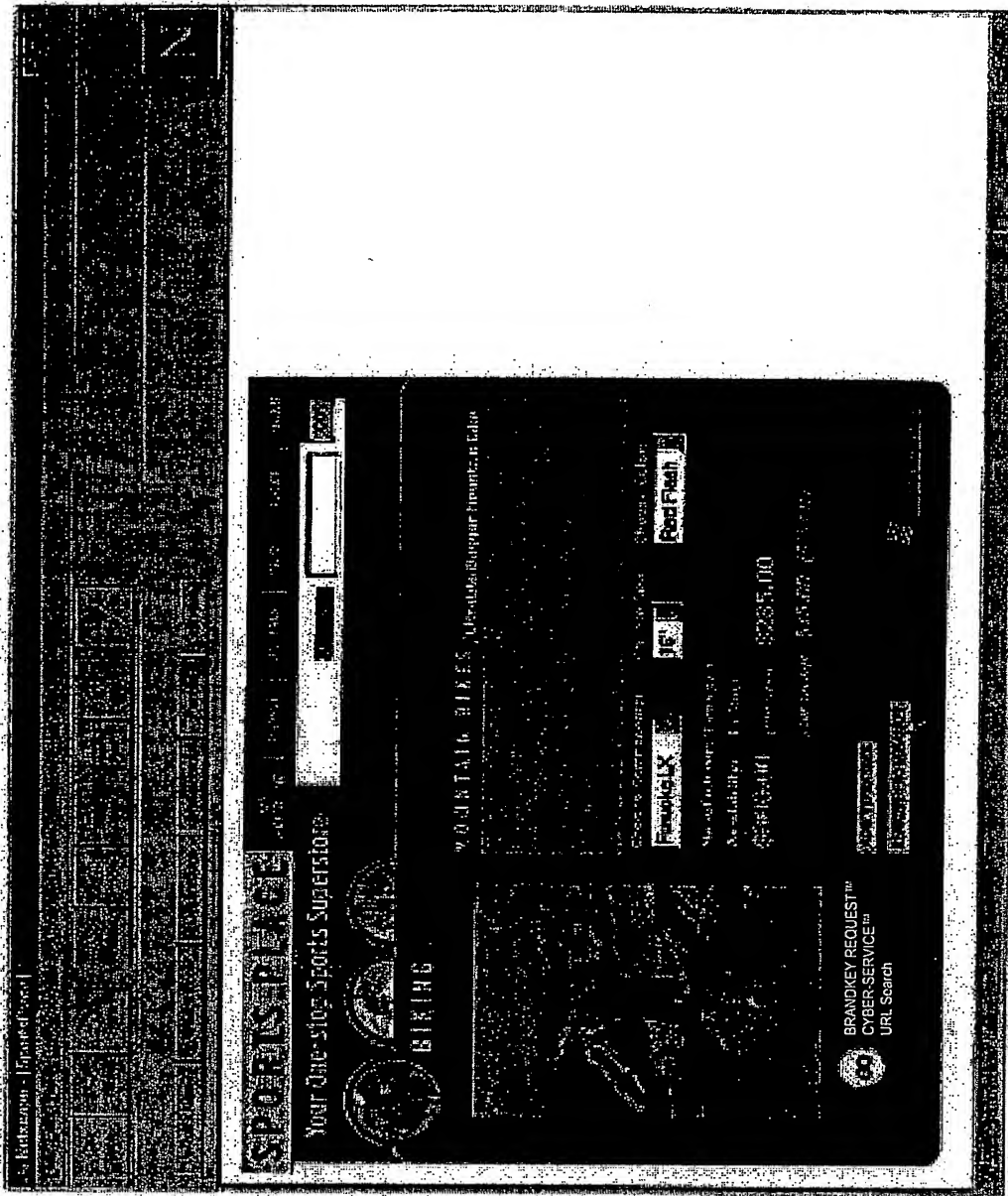


FIG. 4P1

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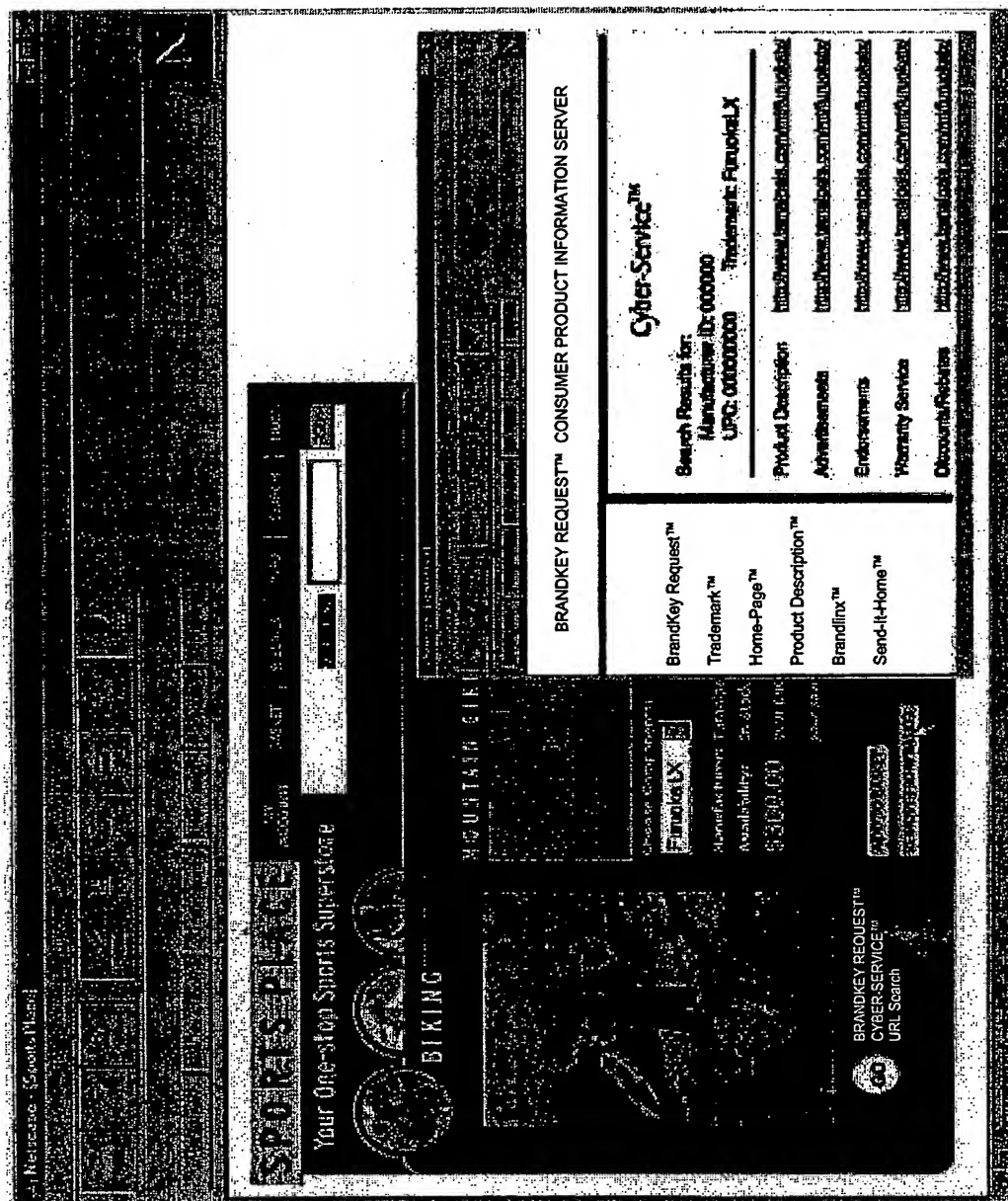


FIG. 4P2

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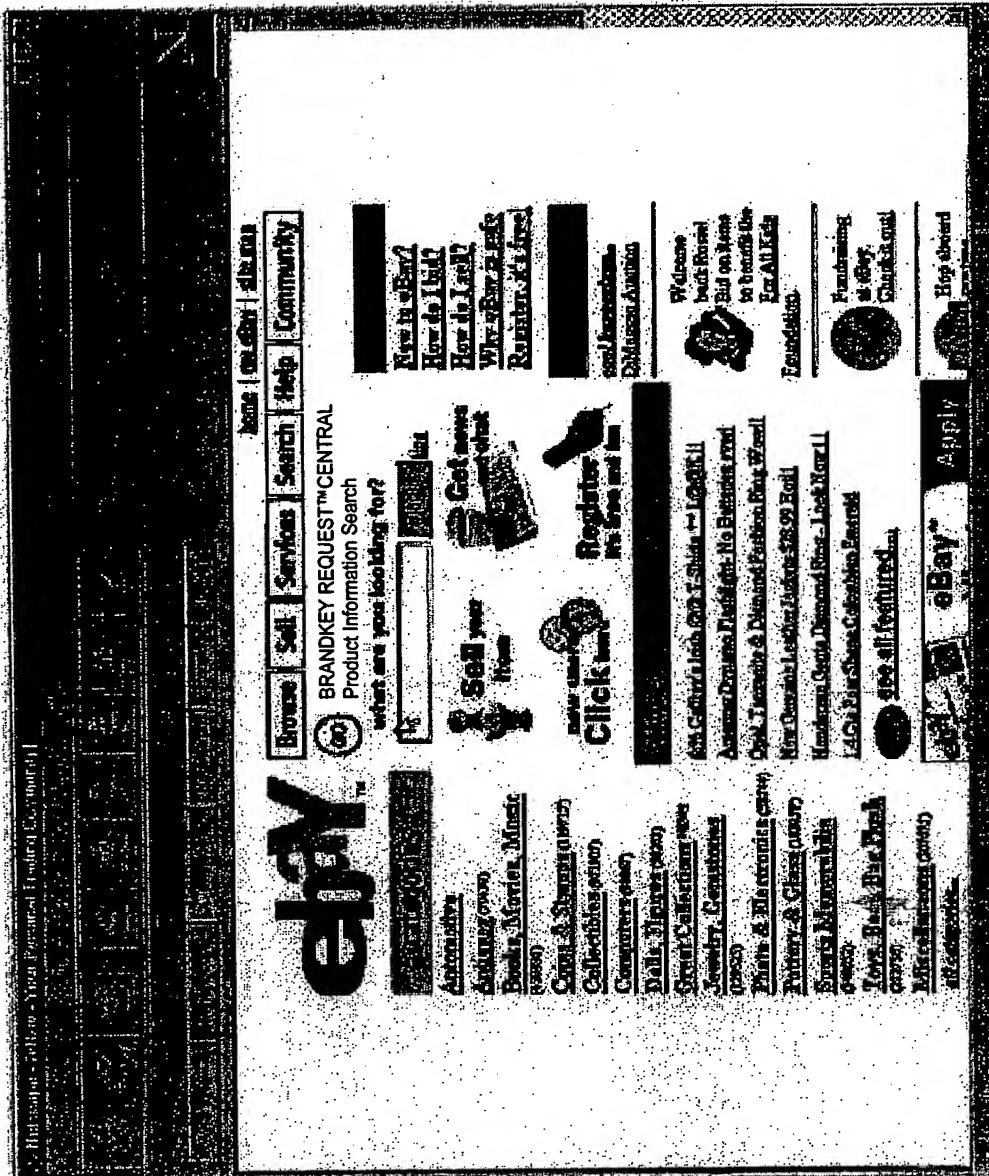


FIG. 4Q1

[illegible]

[illegible]

FIG. 4R1

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 Cyber-Service™
 URL Search

BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER

Cyber-Service™

Search Results for:
 Manufacturer ID: 000000
 UPC: 0000000000 Trademark: Sony Music

Product Description: [http://www.sony.com/usa/brandkey/brandkey.html](#)
 Advertisements: [http://www.sony.com/usa/brandkey/brandkey.html](#)
 Endorsements: [http://www.sony.com/usa/brandkey/brandkey.html](#)
 Warranty Service: [http://www.sony.com/usa/brandkey/brandkey.html](#)
 Discounts/Promotions: [http://www.sony.com/usa/brandkey/brandkey.html](#)

BrandKey Request™
 Trademark™
 Home-Page™
 Product Description™
 Brandlink™
 Send-It-Home™

Quantity
 1

Quantity
 4 days, 7 hours +
 10/30/99 21:29:10 PST
 11/07/99 21:29:10 PST

Time left
 12:47 (10)

Starts
 (Please communicate in full)

Ends
 12/12/99

More Info
 Money Order/Credit
 Seller accepts ship to home

Shipping
 Seller accepts ship to home

Payment
 Seller accepts ship to home

Shipping
 Seller accepts ship to home

Seller assumes all responsibility for listing this item. You
 U.S. dollar (\$) unless otherwise noted.

FIG. 4R2

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Intellectual Property Advocacy

Thomas J. Perkowski, Esq., P.C.

Intellectual Property Advocacy

Soundview Plaza 1266 East Main Street
Stamford, Connecticut 06902
telephone (203) 357-1950
facsimile (203) 357-1959
email info@tjpsclaw.com
<http://www.tjpsclaw.com>

To claim the trademark, one must express the trademark in words.

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Find it at ...>

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URL Search

Now
In Stock!

FIG. 4S1

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Now In Stock!

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URL Search

Thomas J. Per

Intellectual P

Southview Plaza

Stanford, CA

telephone

fax/street

email: in

http://w

"It's over in hours"

Yachin the bandman, see m

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Cyber-Service™

Search Results for:

Manufacturer ID: 000000

UPC: 000000000

Trademark: Camping Premario

Product Description

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Endorsements

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Product Description™

Brandlink™

Send-It-Home™

http://www.brandkey.com/brandkey.htm

http://www.brandkey.com/brandkey.htm

http://www.brandkey.com/brandkey.htm

http://www.brandkey.com/brandkey.htm

http://www.brandkey.com/brandkey.htm

BUY NOW

FIG. 4S2

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MacMall: The Mall with it all - Netcap

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Systems
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 Notebooks
 Servers
 Handhelds

Hardware
 Accessories
 Books & Video
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All-new ingredients.

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- Plug-and-play digital video (DV models only)
- 350- or 400MHz PowerPC G3 processor
- ATI RAGE 128 VR 2D/3D accelerated graphics
- 64MB or 128MB of SDRAM; supports up to 512MB

FIG. 4S3

The screenshot displays the E*TRADE website interface. At the top, the E*TRADE logo is prominent on the left, with navigation links (Home, Profiles, Markets, Quotes & Research, Trading, Account Services, Help) on the right. Below the navigation bar, the 'Quotes & Research' section is active, showing data for PNC Financial Group Inc. (PNC). The stock's current price is \$110 1/2, with a change of 0.00. Other metrics include a bid of \$108, an ask of \$112, a bid size of 100, and an ask size of 100. The volume is 0, and the day range is \$108 1/4 - \$110 1/8. The open price is \$109 5/8, and the close is \$109 5/8. The EPS is 2.59, and the P/E ratio is 42.86. A line chart shows the stock's performance over time. The website footer includes the E*TRADE logo, a 'GO' button, and the text 'BRANDKEY REQUEST™ Trademark-Directad URL Search'.

FIG. 4T1

[illegible]

FIG. 4T2

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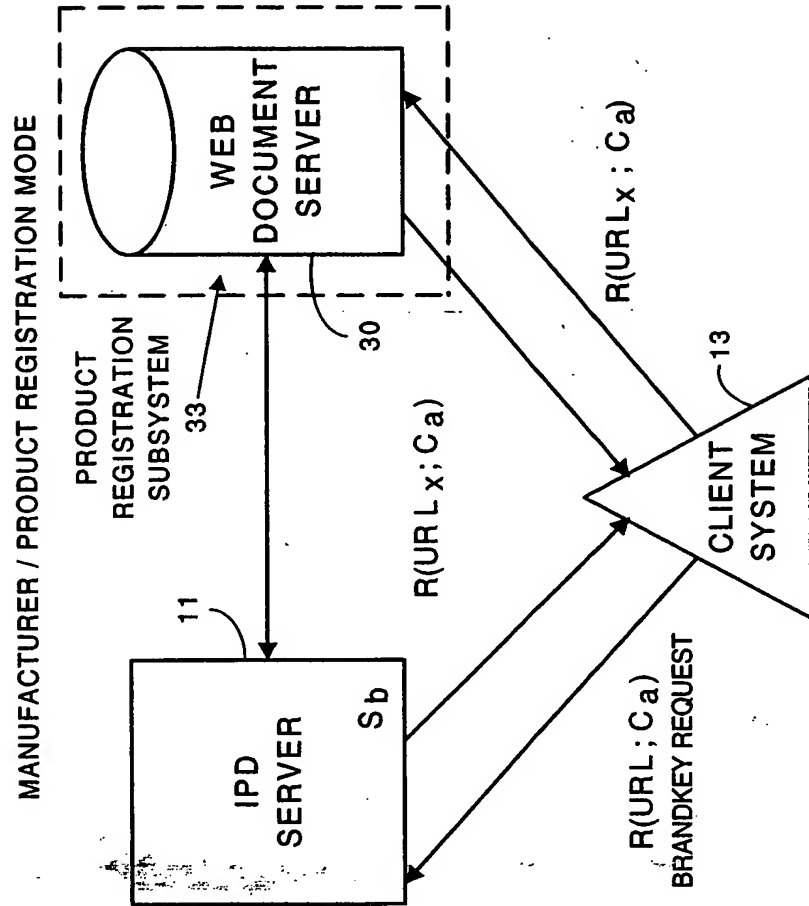


FIG. 5A

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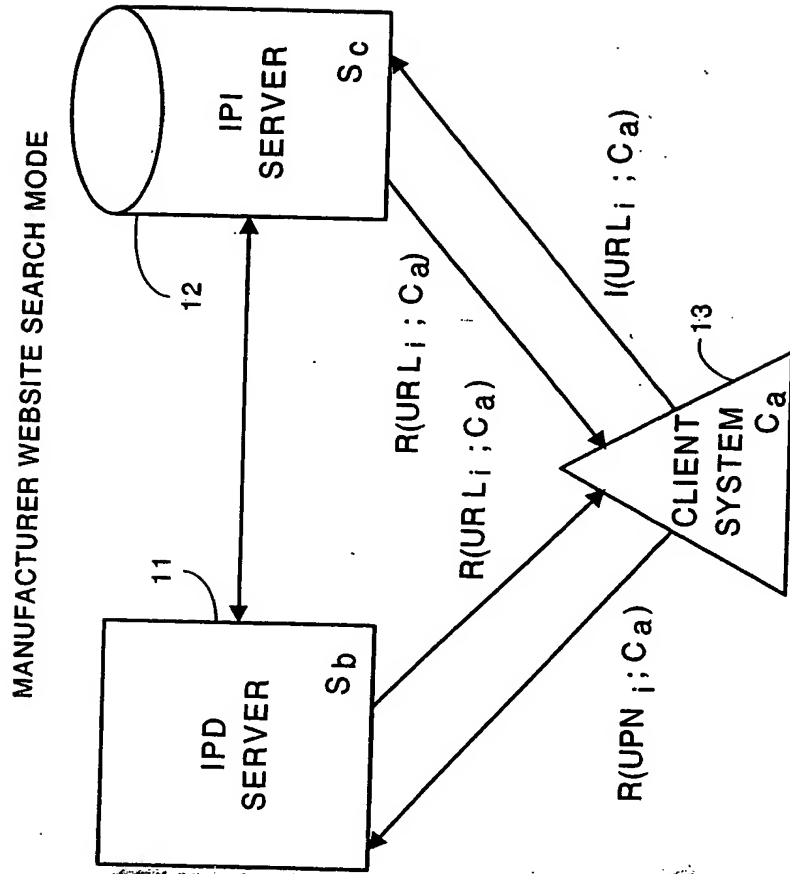


FIG. 5B

UPN - DIRECTED INFORMATION ACCESS MODE

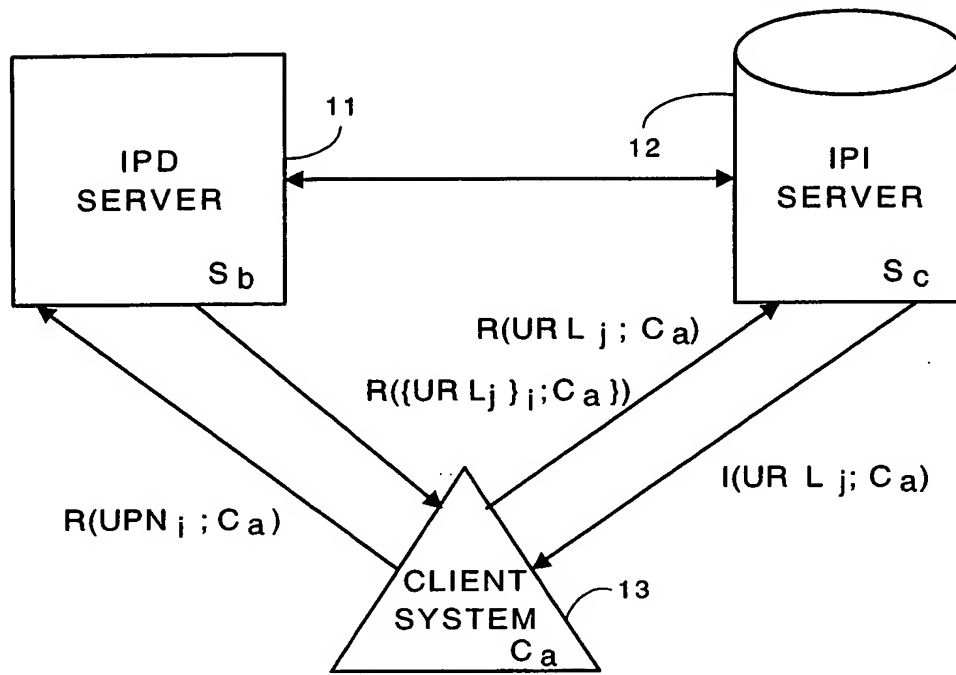


FIG. 5C

TRADE - MARK DIRECTED SEARCH MODE

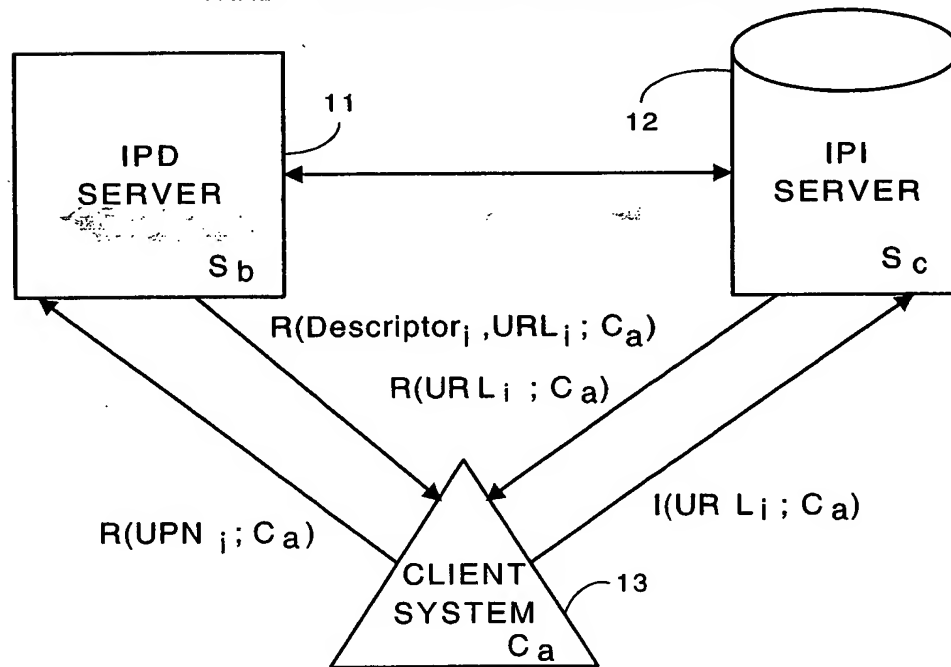


FIG. 5D

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PRODUCT - DESCRIPTION DIRECTED SEARCH MODE

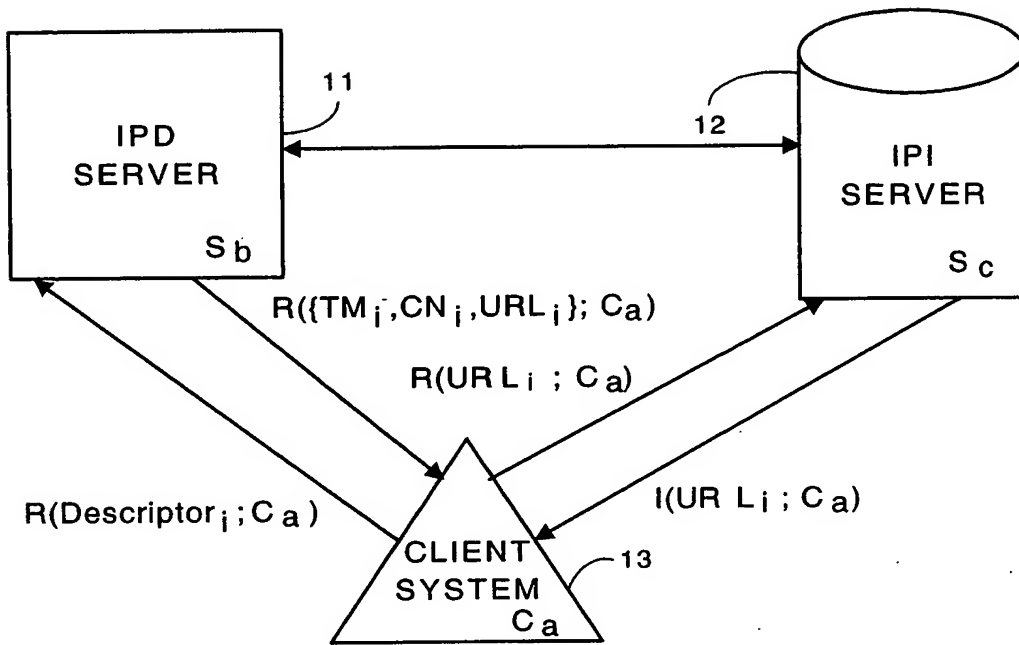


FIG. 5E

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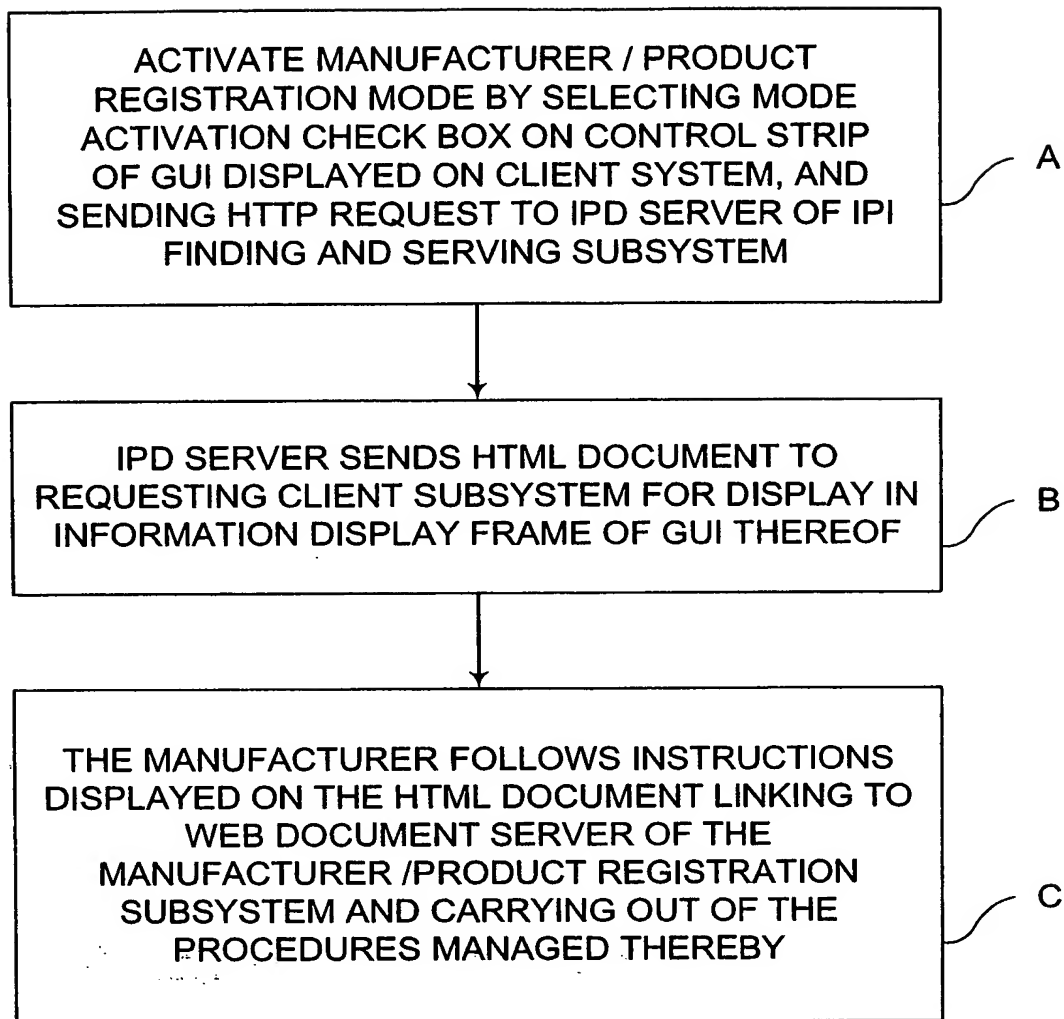


FIG. 6A

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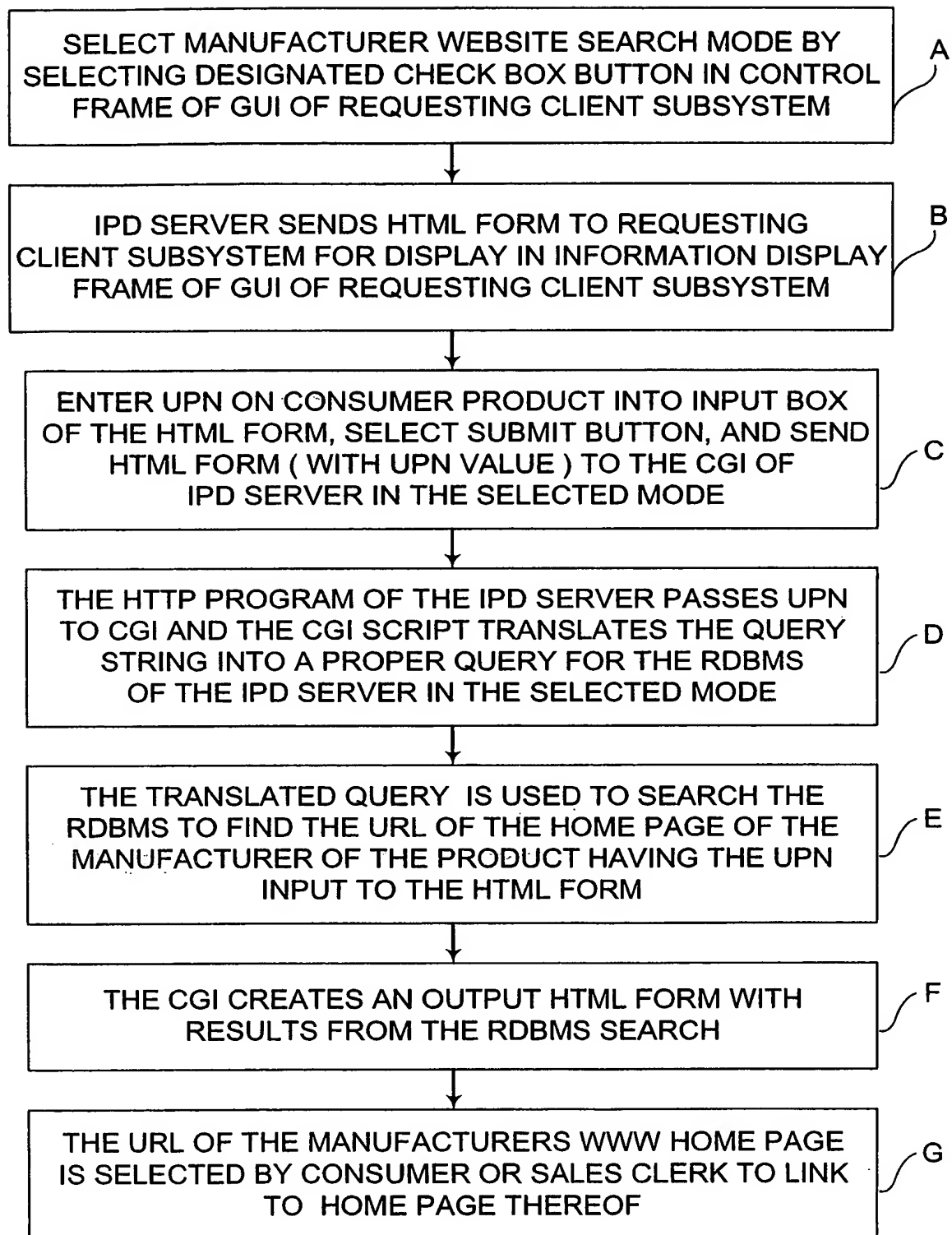


FIG. 6B

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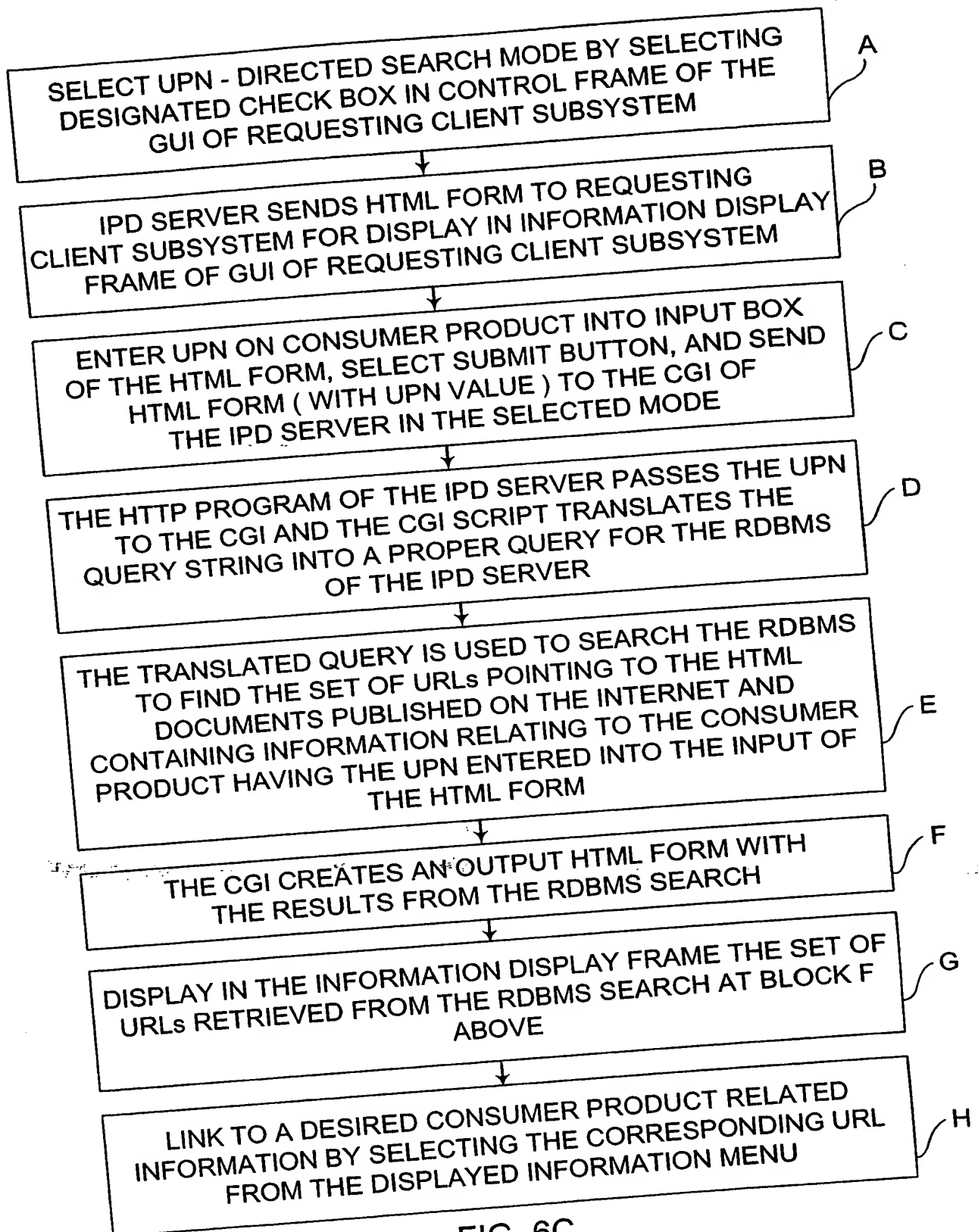


FIG. 6C

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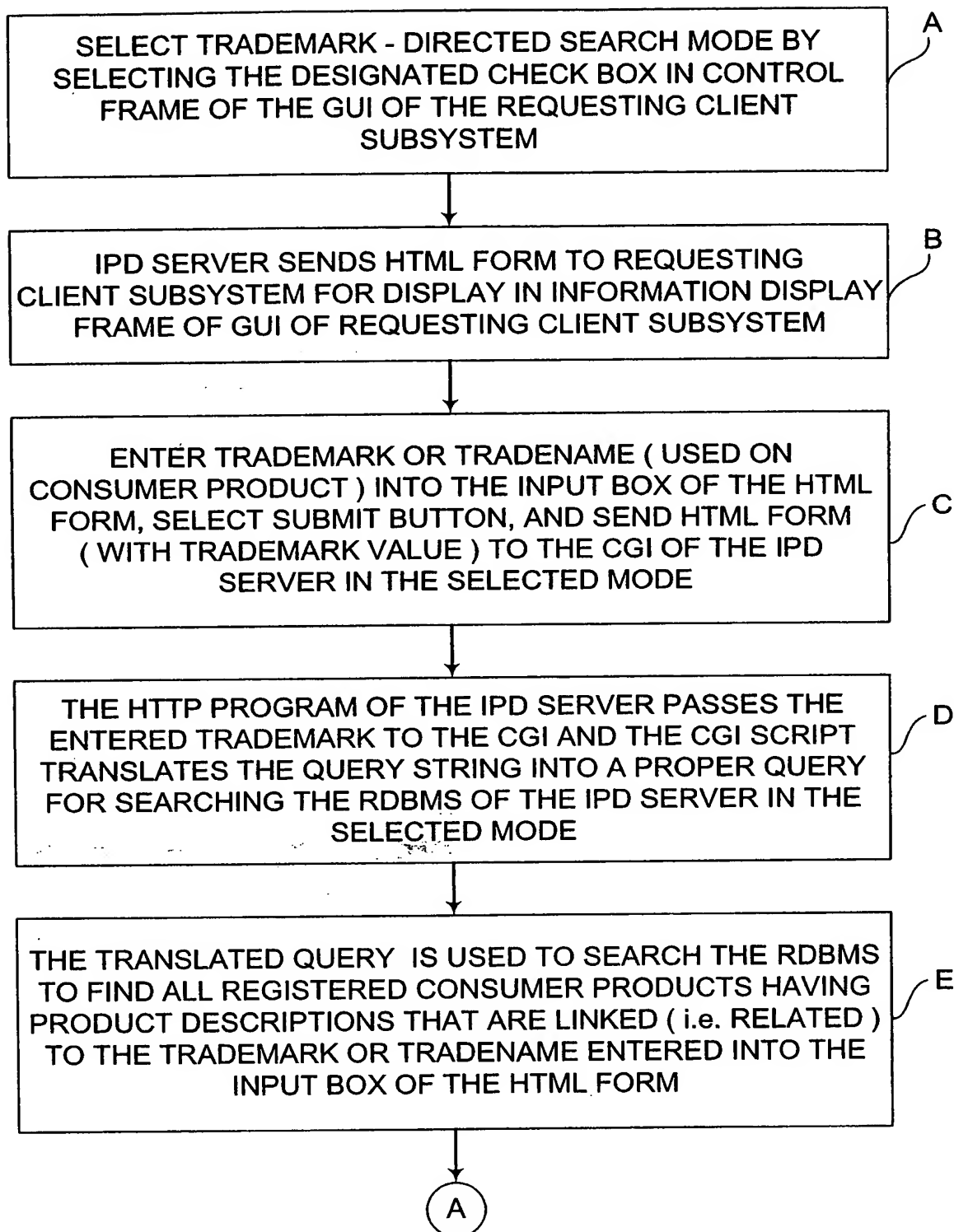


FIG. 6D1

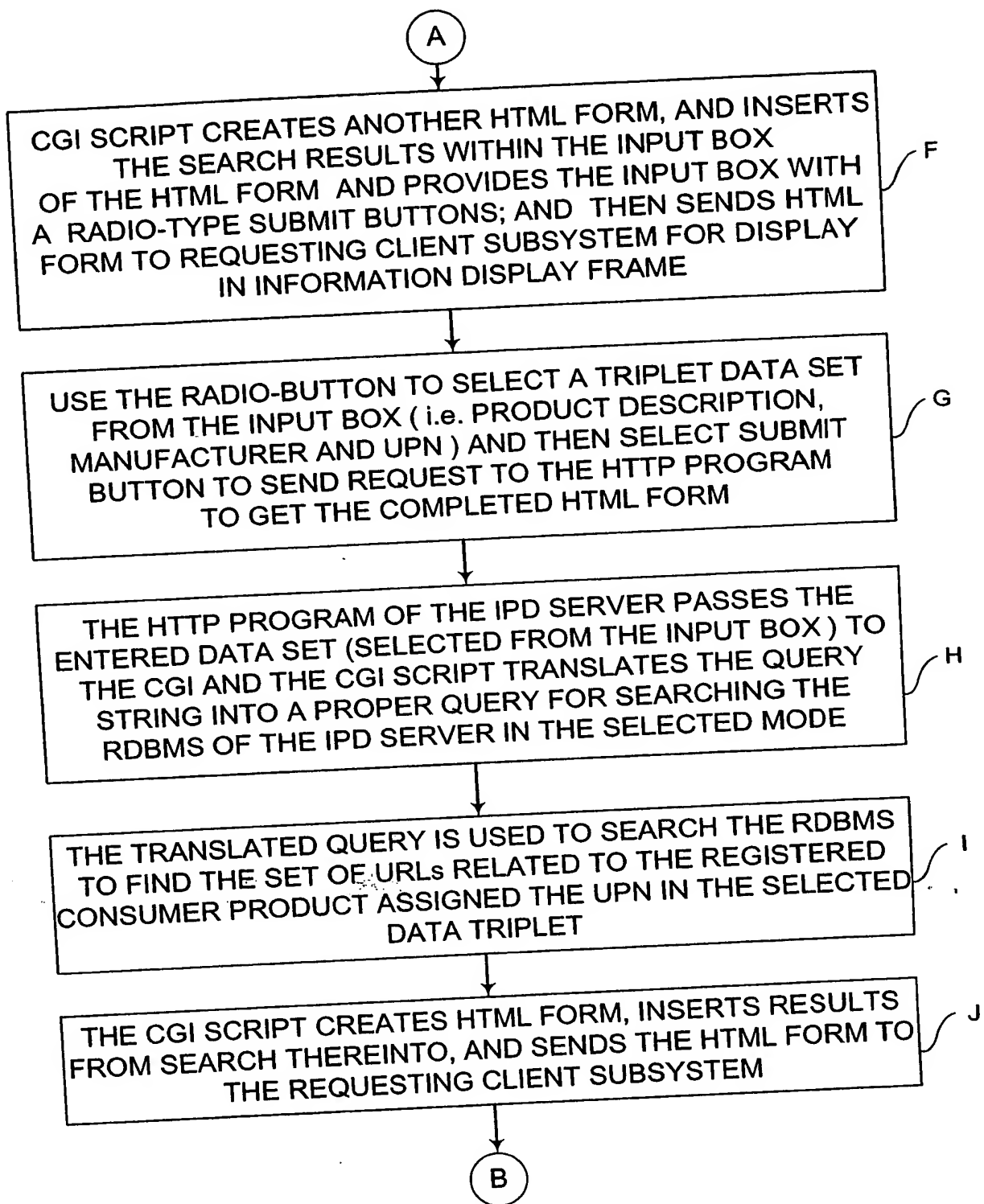


FIG. 6D2

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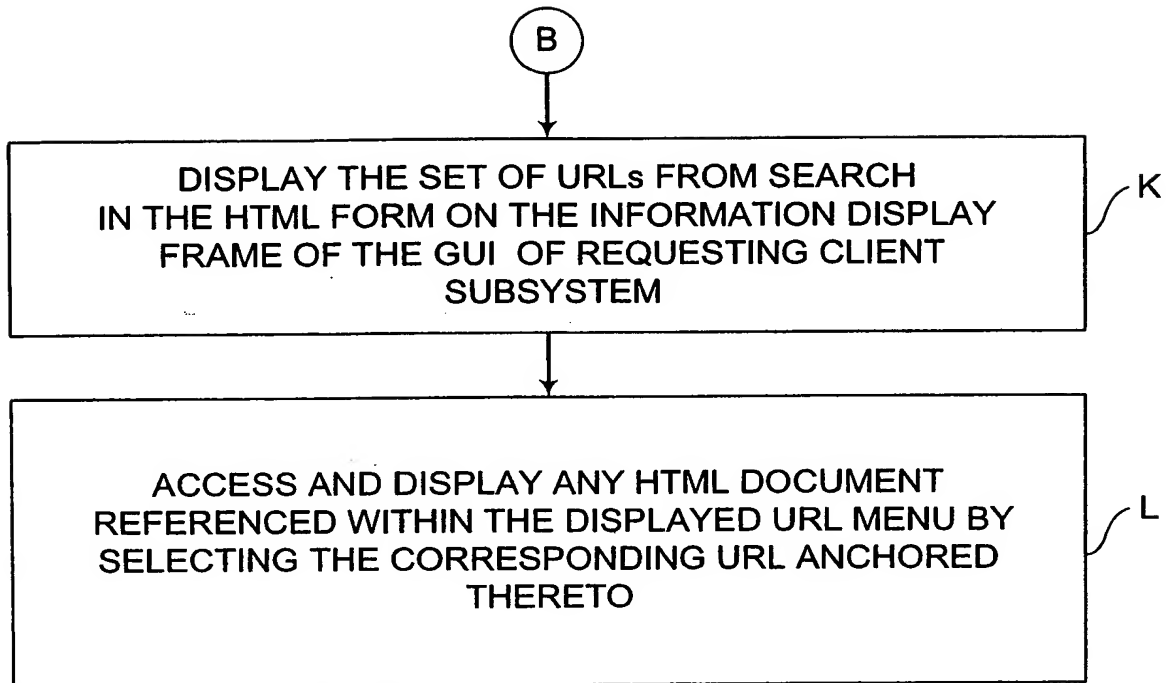


FIG. 6D3

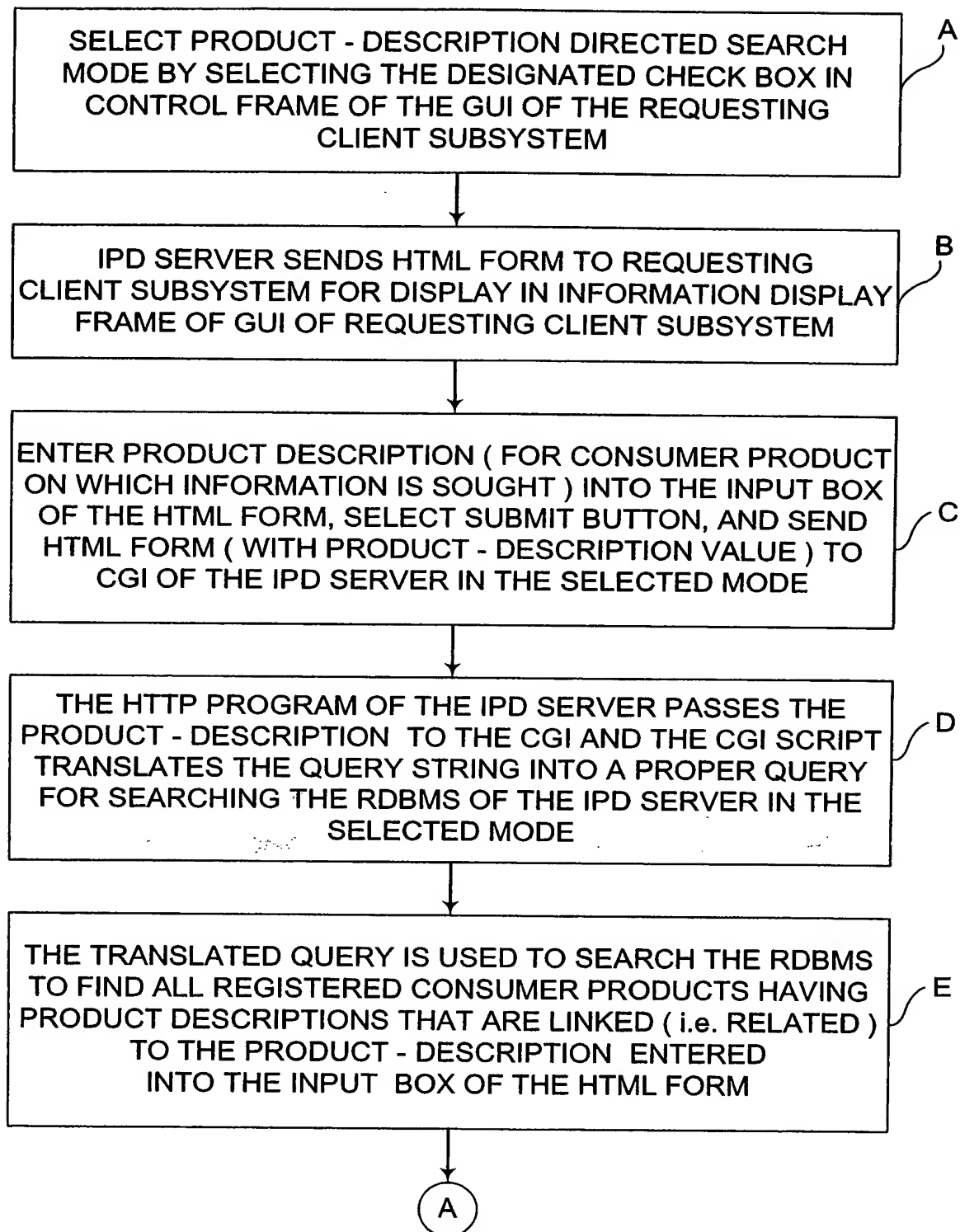


FIG. 6E1

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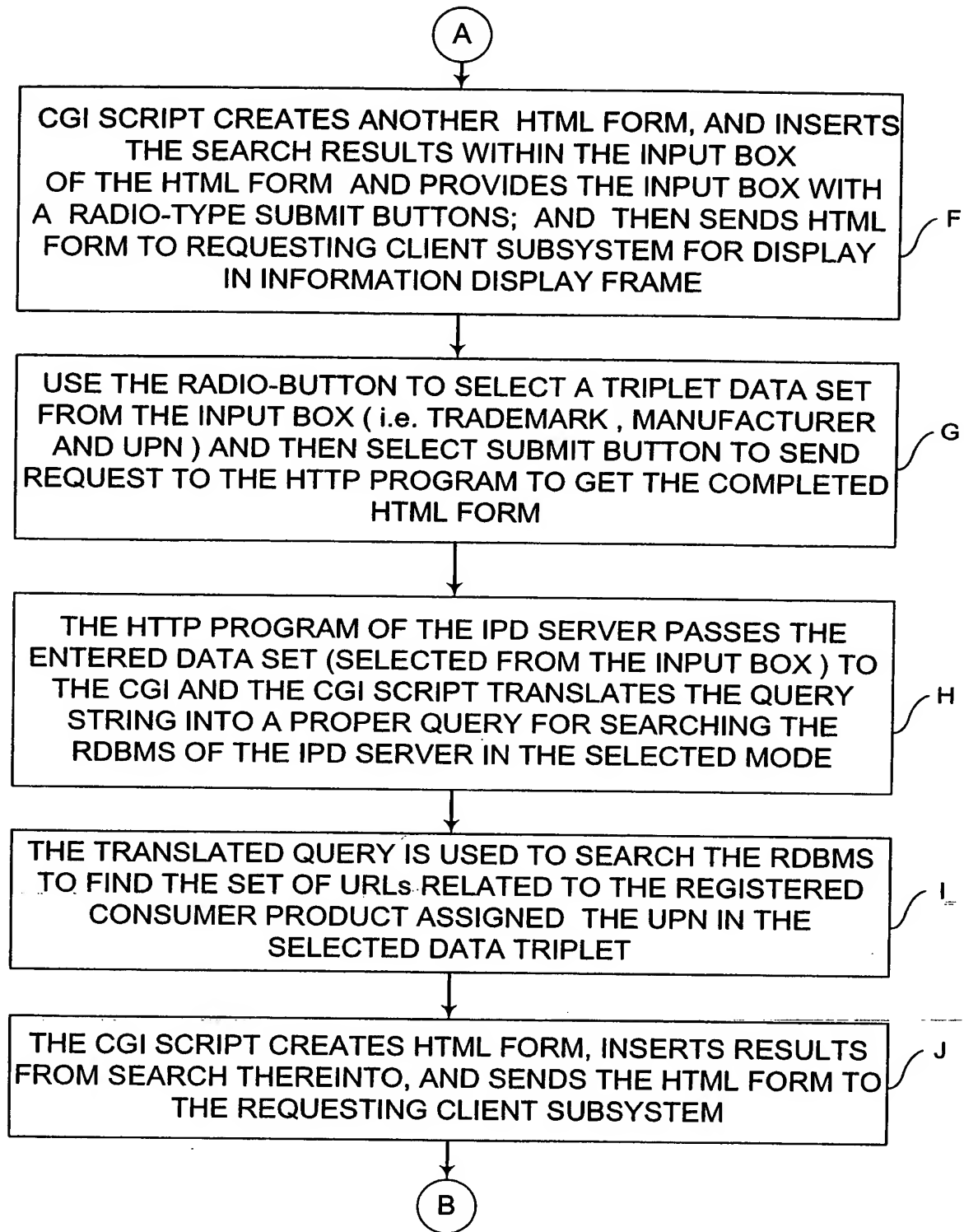


FIG. 6E2

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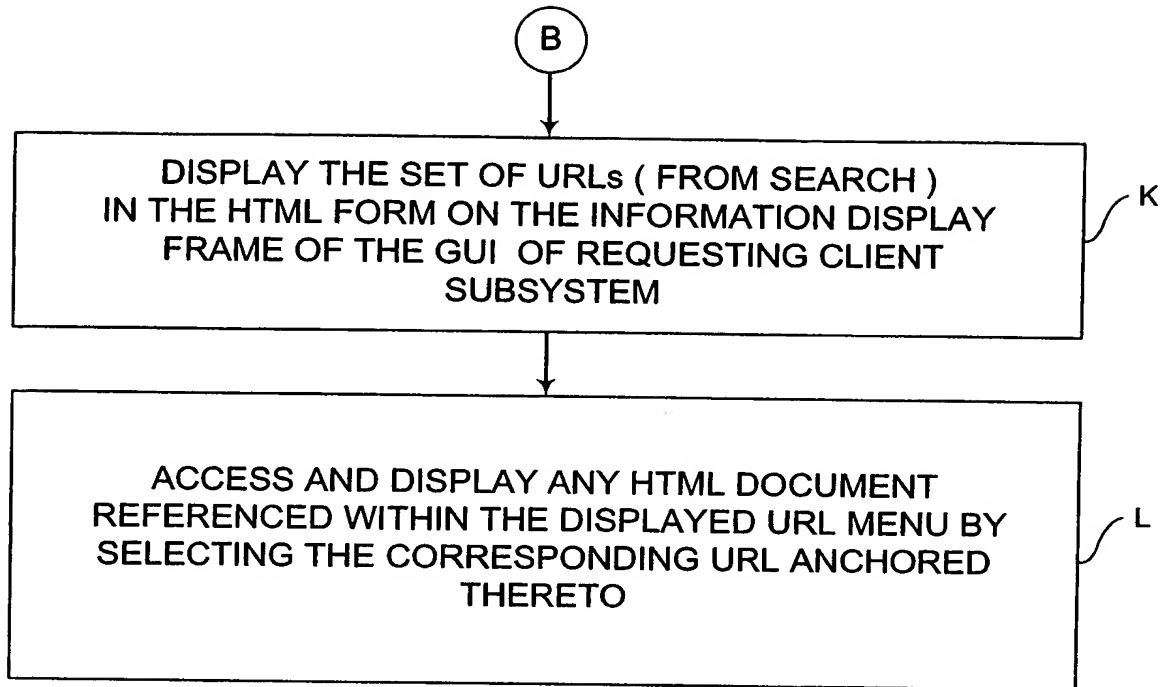


FIG. 6E3



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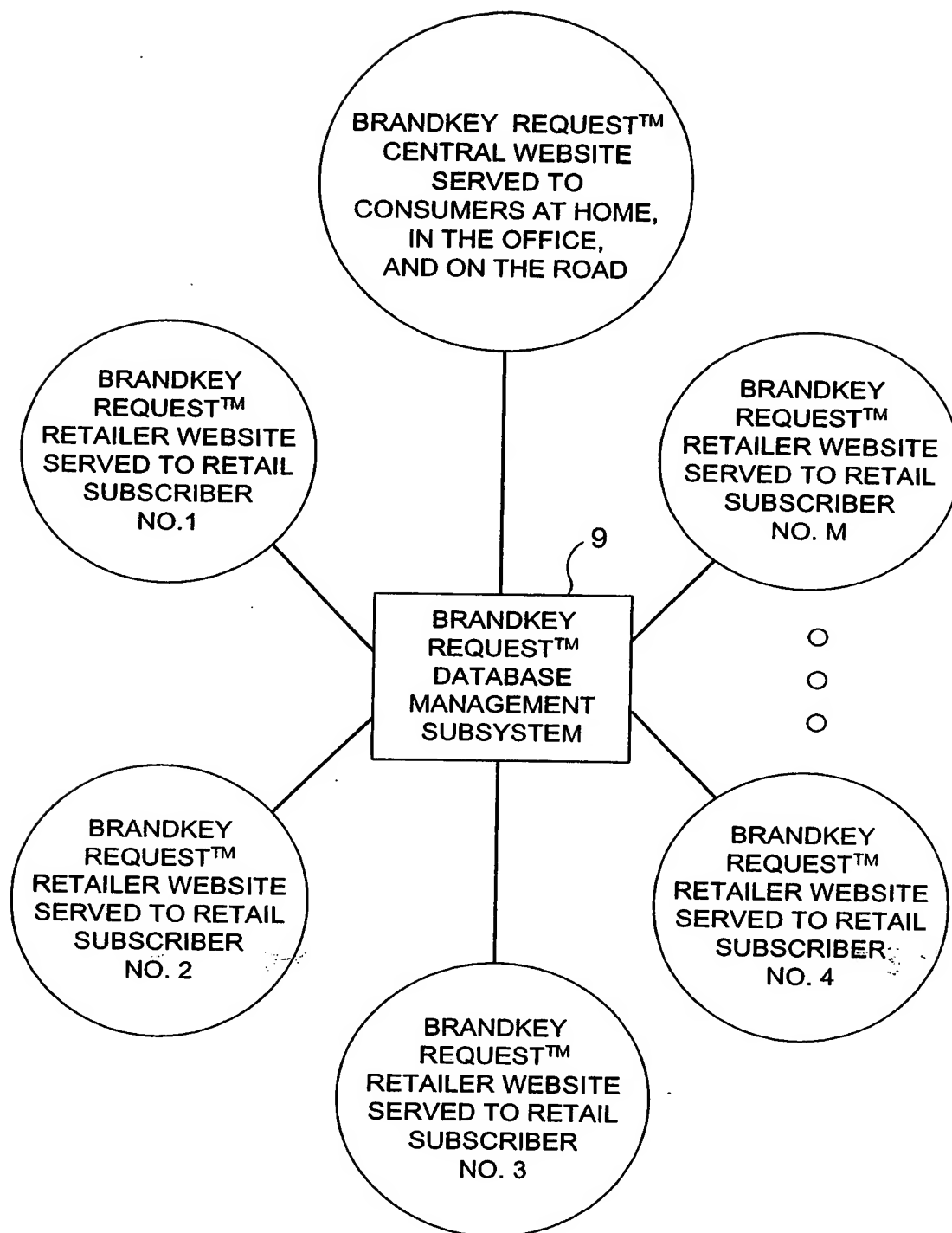
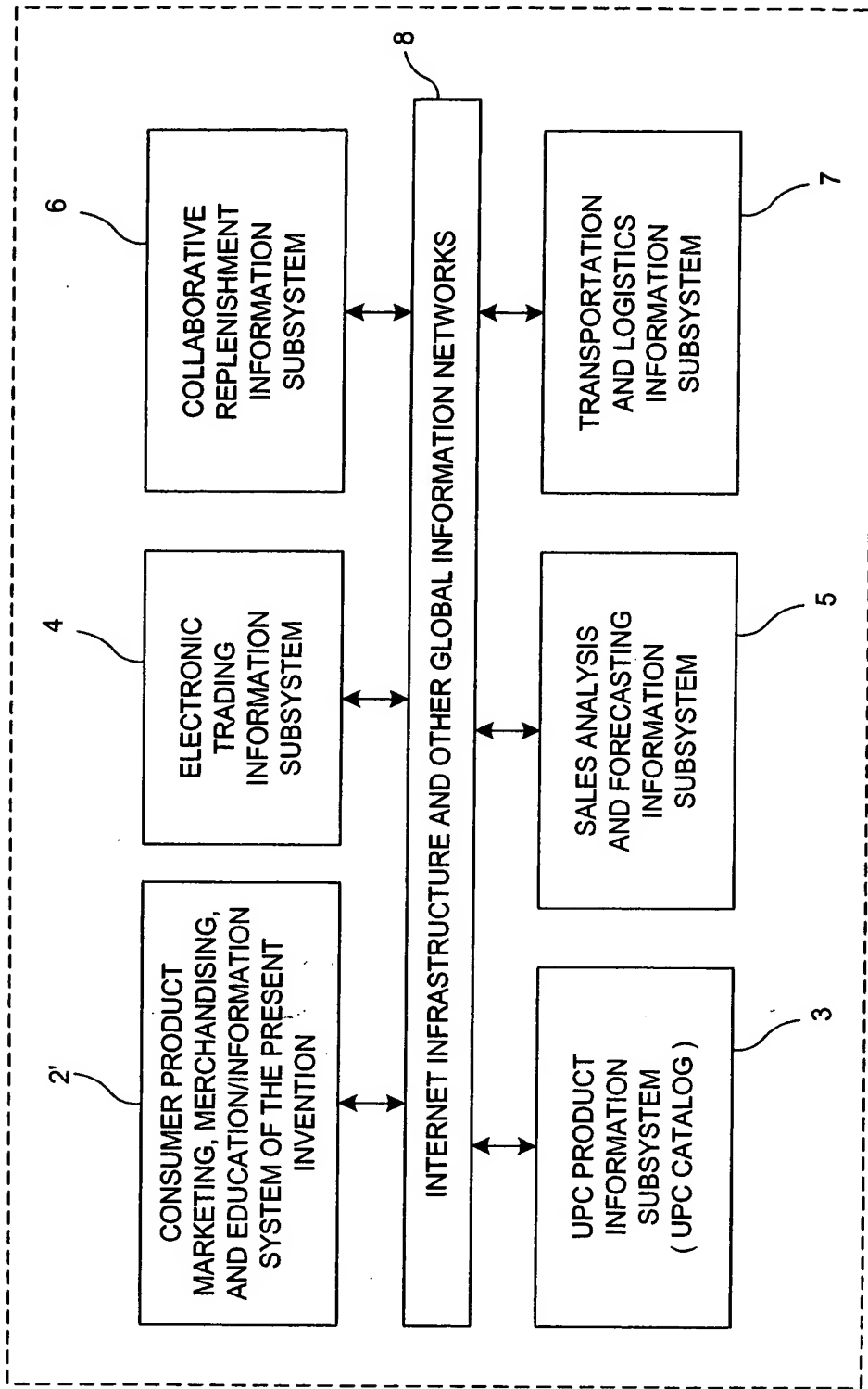


FIG. 8

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1' → SECOND ILLUSTRATIVE EMBODIMENT

FIG. 9

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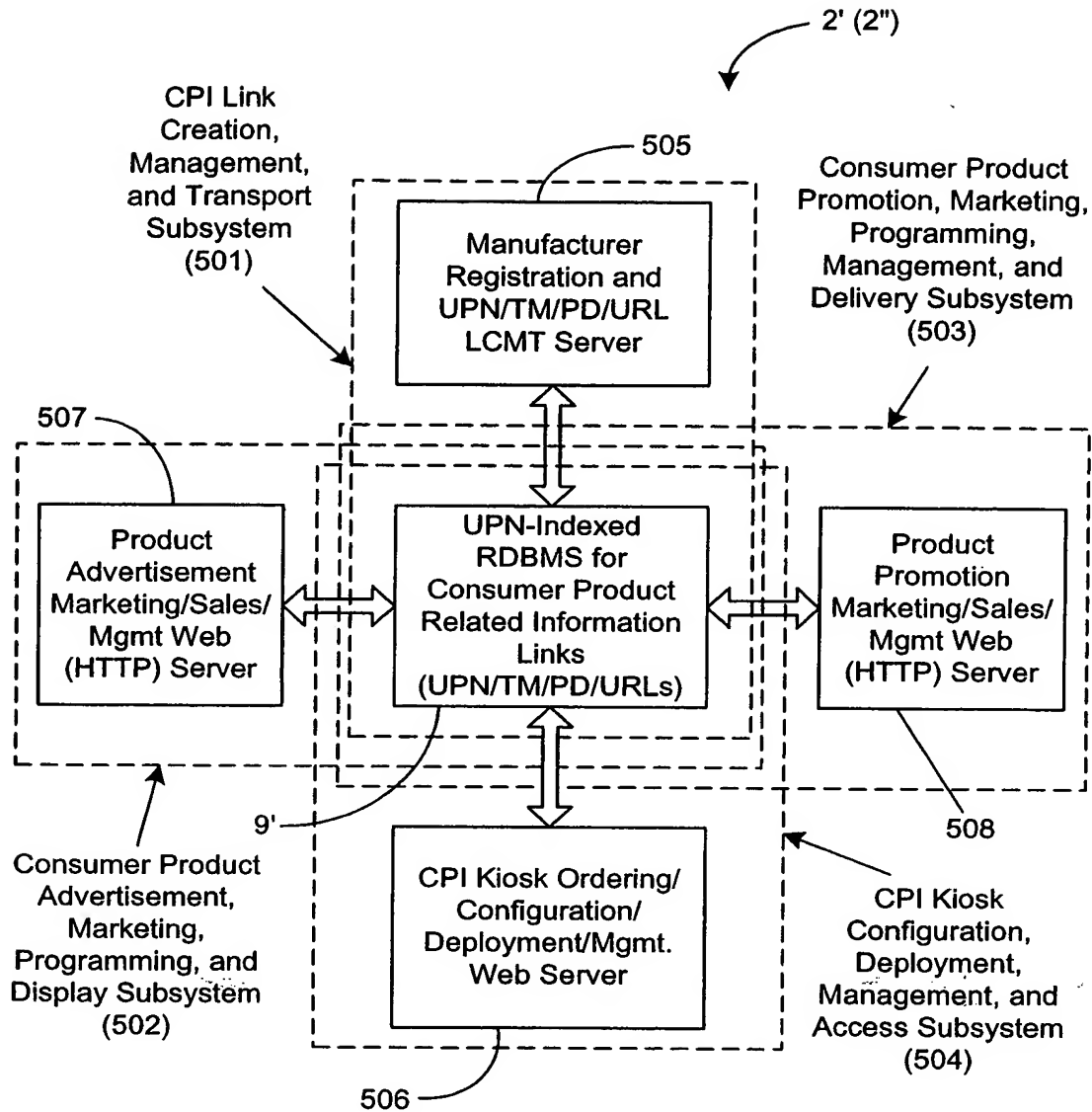


FIG. 9A

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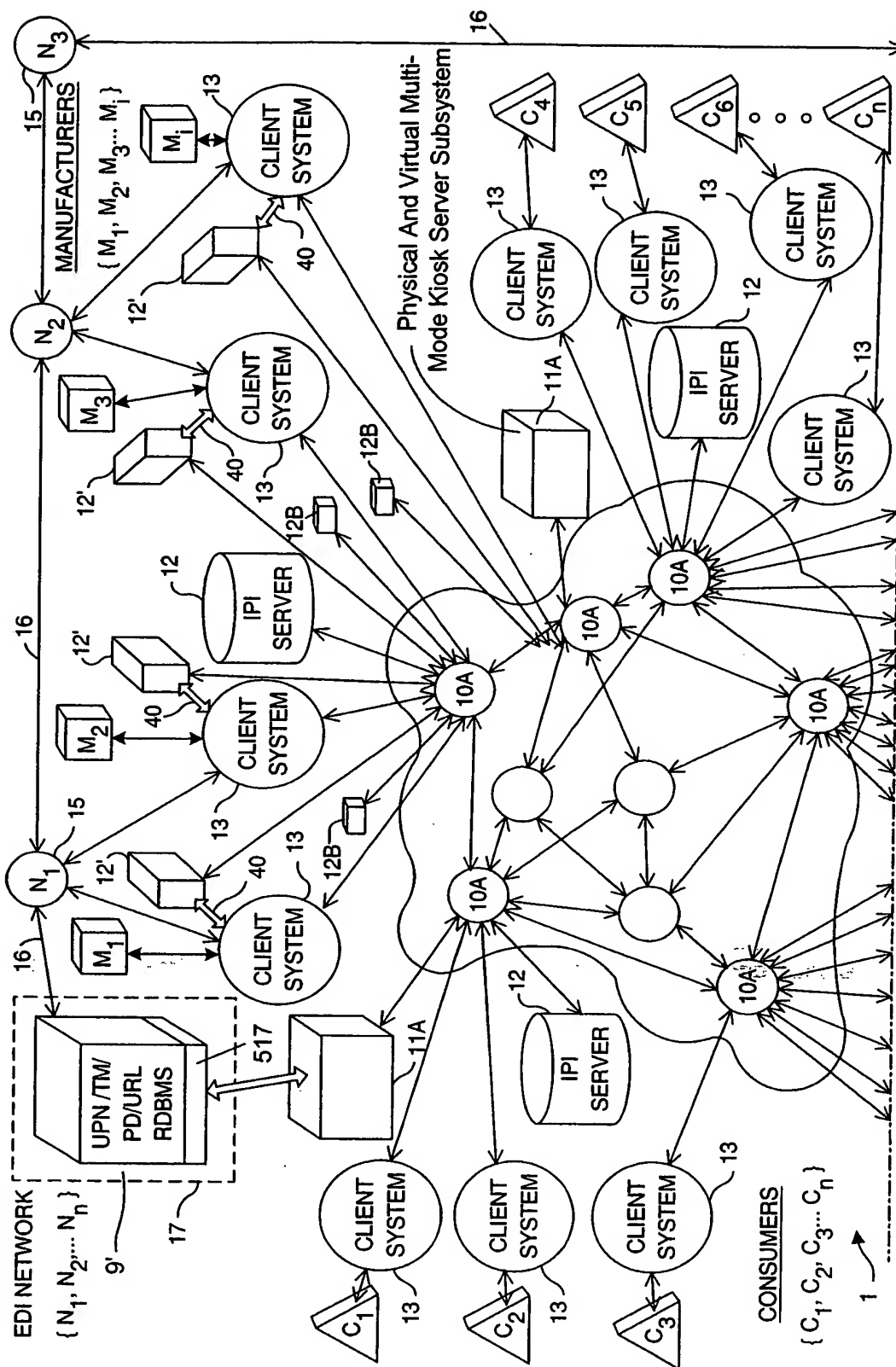


FIG. 10A1

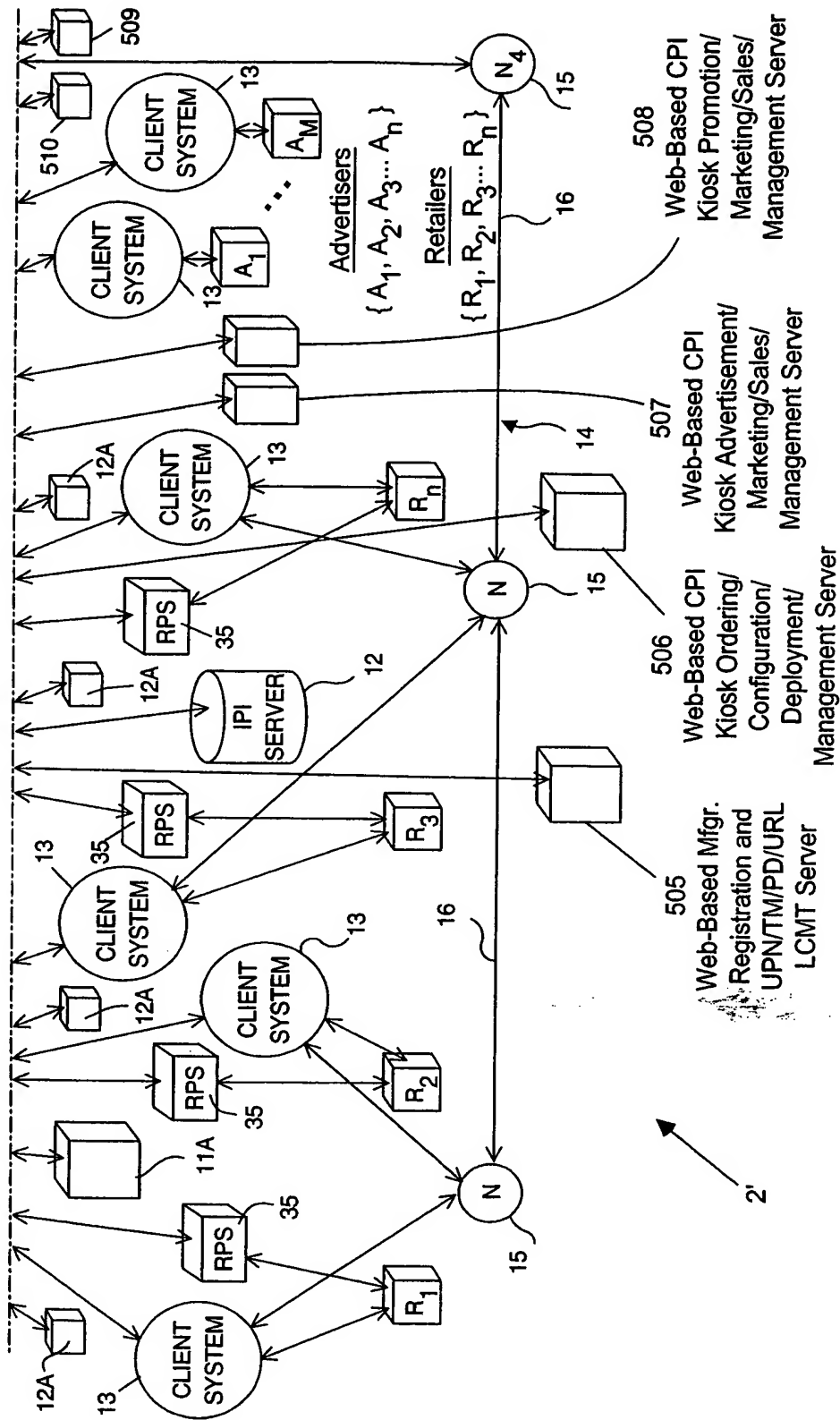


FIG. 10A2

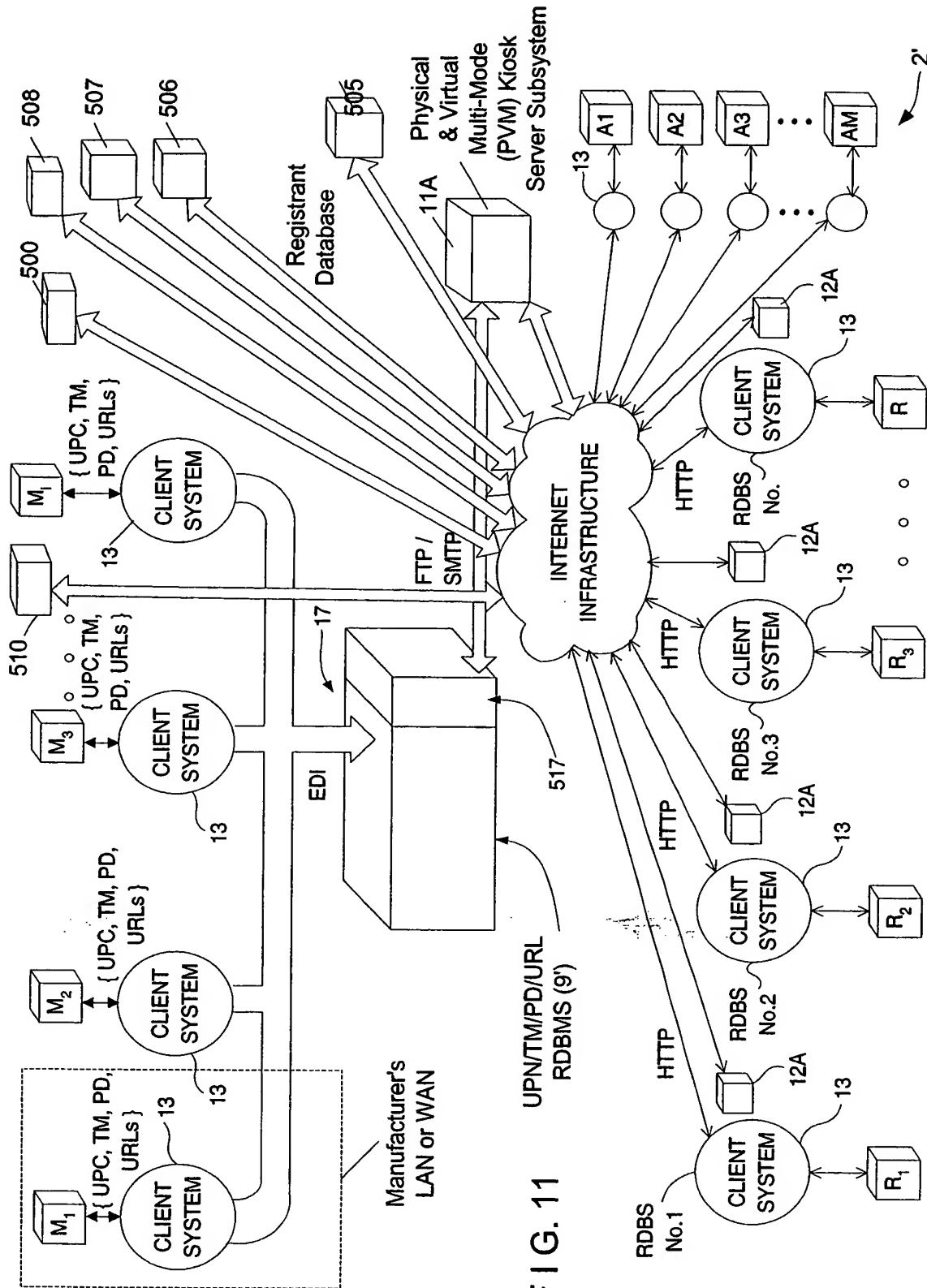


FIG. 11

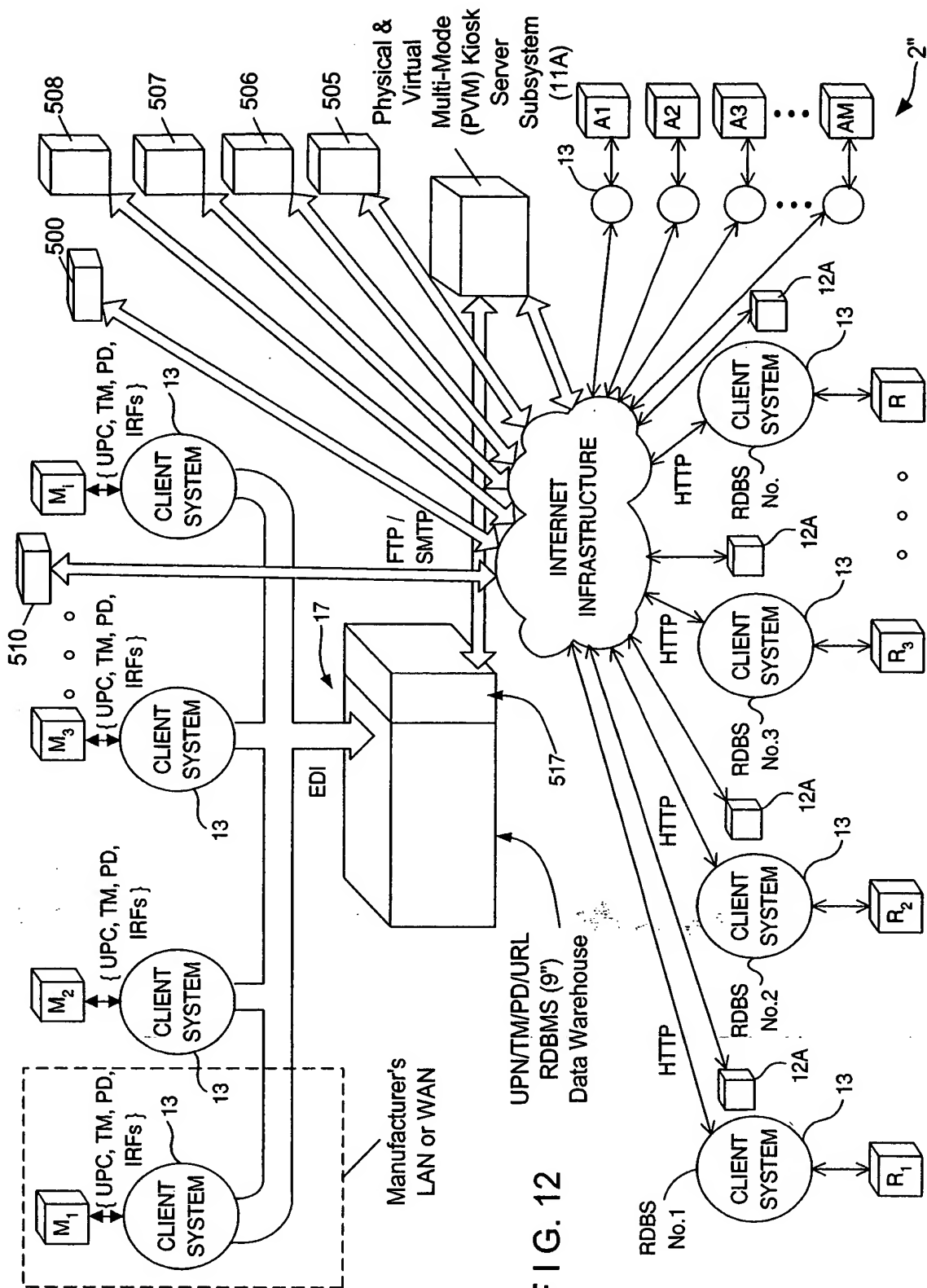


FIG. 13

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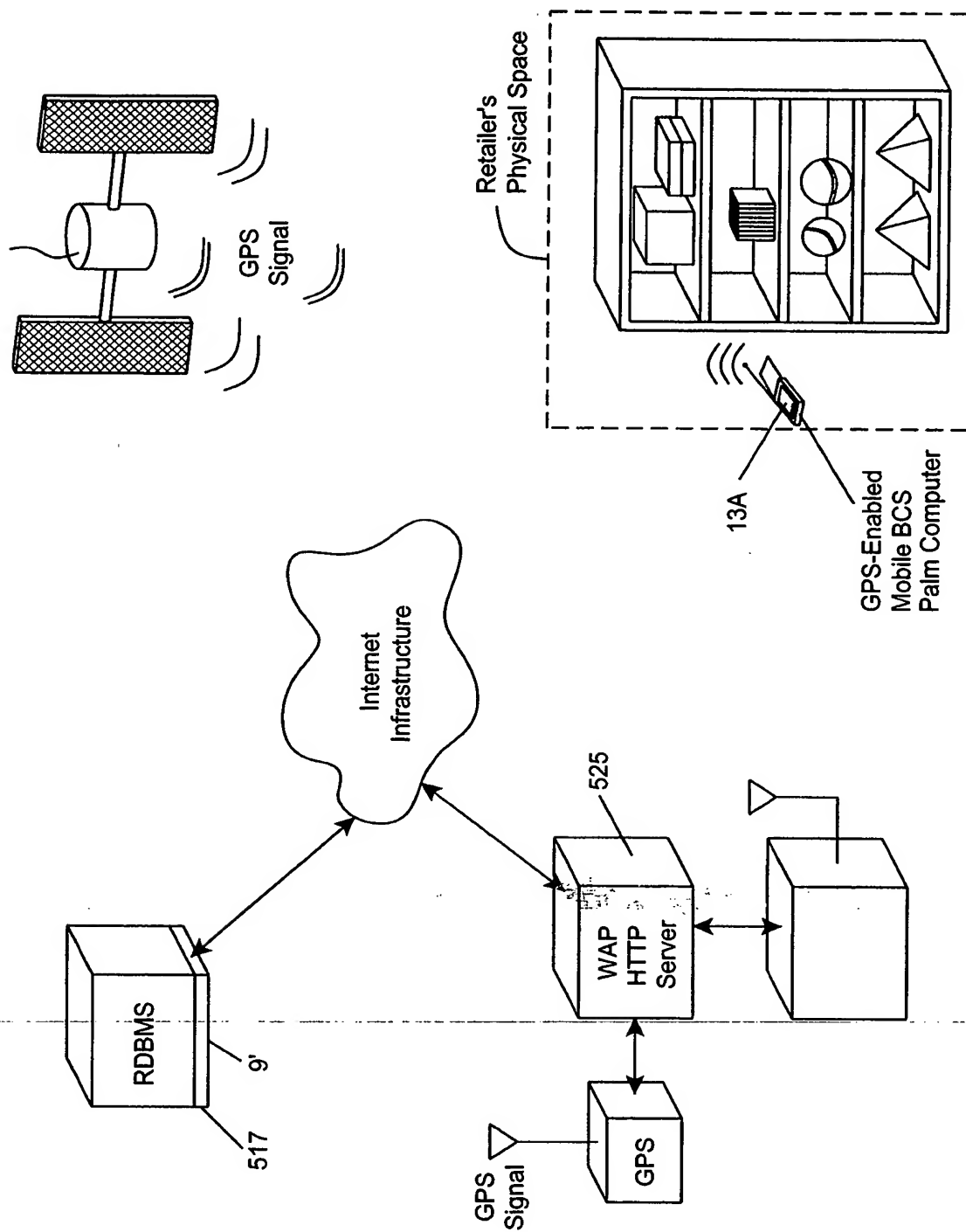


FIG. 14

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Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
URL of Mfgr. WWW Site	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Standard Industry Codes (SIC)	Alpha 20	Enterable; Modifiable
Marketing Executive Identity	Alpha 20	Enterable; Modifiable
Marketing Executive Phone No.	Alpha 20	Enterable; Modifiable
Marketing Executive E-Mail	Alpha 20	Enterable; Modifiable
UPN/URL Management SW Installed	Alpha 20	Enterable; Modifiable
UPC Management SW for EDI B2B	Alpha 20	Enterable; Modifiable
UPC Service Bureau Employed	Alpha 20	Enterable; Modifiable
UPC Service Bureau Contact	Alpha 20	Enterable; Modifiable
UPC Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
UPC Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
EDI Vender Employed	Alpha 20	Enterable; Modifiable
EDI Vender Contact Person	Alpha 20	Enterable; Modifiable
EDI Vender Phone Number	Alpha 20	Enterable; Modifiable
EDI Vender E-Mail Address	Alpha 20	Enterable; Modifiable
EDI Service Bureau Employed	Alpha 20	Enterable; Modifiable
EDI Service Bureau Contact	Alpha 20	Enterable; Modifiable
EDI Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
EDI Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
Number of UPC/URL SW Licenses	Alpha 20	Enterable; Modifiable
UPN/URL Mngt. SW License Total	Alpha 20	Enterable; Modifiable
Total Number of UPC Numbers	Alpha 20	Enterable; Modifiable
Date of UPC Number Accounting	Alpha 20	Enterable; Modifiable
Annual UPC/URL Mngt. SW Fee Due	Alpha 20	Enterable; Modifiable
Date of UPC/URL SW Fee Payment	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent Phone	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent E-Mail	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15A

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Structure: UPN/URL Management SW License		
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Version of UPN/URL Mgmt. SW	Alpha 20	Enterable; Modifiable
Number of Licenses Granted	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW License Keys	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Acct. Number	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Acct. Rep	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Download Date	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15B

MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Assigned UPN (UPC or UPC/EAN)	Alpha 20	Enterable; Modifiable
UPN Symbology Type	Alpha 20	Enterable; Modifiable
Primary Trademark/Brand	Alpha 20	Enterable; Modifiable
Secondary Trademark/Brand	Alpha 20	Enterable; Modifiable
Product Description	Alpha 20	Enterable; Modifiable
Cash Register Short Description	Alpha 20	Enterable; Modifiable
Cash Register Description	Alpha 20	Enterable; Modifiable
Model Number	Alpha 20	Enterable; Modifiable
Package Type	Alpha 20	Enterable; Modifiable
Labeling Language	Alpha 20	Enterable; Modifiable
URL Marking on Package	Alpha 20	Enterable; Modifiable
Service Phone Number on Package	Alpha 20	Enterable; Modifiable
Brand Manager Identity	Alpha 20	Enterable; Modifiable
Brand Manager Phone Number	Alpha 20	Enterable; Modifiable
Brand Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Product Manager Identity	Alpha 20	Enterable; Modifiable
Product Manager Phone Number	Alpha 20	Enterable; Modifiable
Product Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Trademark Notice on Package	Alpha 20	Enterable; Modifiable
Copyright Notice on Package	Alpha 20	Enterable; Modifiable
Patent Notice on Package	Alpha 20	Enterable; Modifiable
URL for Primary TM Image	Alpha 20	Enterable; Modifiable
URL for Secondary Image	Alpha 20	Enterable; Modifiable
Effective Change Date	Alpha 20	Enterable; Modifiable
System Last Updated	Alpha 20	Enterable; Modifiable
Release Date	Alpha 20	Enterable; Modifiable
Public Release Date	Alpha 20	Enterable; Modifiable
End Availability Date	Alpha 20	Enterable; Modifiable

FIG. 15C

Assigned UPN	Alpha 20	Enterable; Modifiable
URL for Product Description	Alpha 20	Enterable; Modifiable
URL for Product Instructions	Alpha 20	Enterable; Modifiable
URL for Product Oper. Manual	Alpha 20	Enterable; Modifiable
URL for Orig. Warranty Service	Alpha 20	Enterable; Modifiable
URL for Extended Warranty Service	Alpha 20	Enterable; Modifiable
URL for 1st Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 2nd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 3rd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 4th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 5th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 1st Product Review	Alpha 20	Enterable; Modifiable
URL for 2nd Product Review	Alpha 20	Enterable; Modifiable
URL for 3rd Product Review	Alpha 20	Enterable; Modifiable
URL for 4th Product Review	Alpha 20	Enterable; Modifiable
URL for 5th Product Review	Alpha 20	Enterable; Modifiable
URL for 1st Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 2nd Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 3rd Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 4th Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 5th Product Endorsement	Alpha 20	Enterable; Modifiable
URL for Mfgr. Service Request	Alpha 20	Enterable; Modifiable
URL for Product Returns to Mfgr.	Alpha 20	Enterable; Modifiable
URL for Product News	Alpha 20	Enterable; Modifiable
URL for Company News	Alpha 20	Enterable; Modifiable
URL for FAQs about Product	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 1	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 2	Alpha 20	Enterable; Modifiable
URL for Mfgr. Promotion # 1	Alpha 20	Enterable; Modifiable
URL for Mfgr. Promotion # 2	Alpha 20	Enterable; Modifiable
URL for Mfgr. Promotion # 3	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 1	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 2	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 3	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 4	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 5	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 6	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 7	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 8	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 9	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 10	Alpha 20	Enterable; Modifiable

FIG. 15D1

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URL for Direct Mfgr. Purchase	Alpha 20	Enterable; Modifiable
URL for Dealer Location in USA	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 1	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 2	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 3	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 4	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 1	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 2	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 3	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 4	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 5	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 6	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 7	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 8	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 9	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 10	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 11	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 12	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 13	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 14	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 15	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 16	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 17	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 18	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 19	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 20	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 1	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 2	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 3	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 4	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 5	Alpha 20	Enterable; Modifiable
URL for Special Product Notices	Alpha 20	Enterable; Modifiable
URL for Product Uses	Alpha 20	Enterable; Modifiable
URL for Product Recreations	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 1	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 2	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 3	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 4	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 5	Alpha 20	Enterable; Modifiable
URL for Product Updates	Alpha 20	Enterable; Modifiable
URL for Software Downloads	Alpha 20	Enterable; Modifiable
URL for Mfgr.-Sponsored Auctions	Alpha 20	Enterable; Modifiable
URL for Rtlr.-Sponsored Auctions	Alpha 20	Enterable; Modifiable
URL for Mfgr. Suggested Rtl. Price	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15D2

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Structure: Retailer		
Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
URL of Retailer WWW Site	Alpha 20	Enterable; Modifiable
Purchasing Director Identity	Alpha 20	Enterable; Modifiable
Purchasing Director Phone	Alpha 20	Enterable; Modifiable
Purchasing Director E-Mail	Alpha 20	Enterable; Modifiable
UPC Catalog Provider	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Contact	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Phone	Alpha 20	Enterable; Modifiable
UPC Catalog Provider E-Mail	Alpha 20	Enterable; Modifiable
EDI B2B Enabler	Alpha 20	Enterable; Modifiable
EDI B2B Enabler Contact	Alpha 20	Enterable; Modifiable
EDI B2B Enabler Phone	Alpha 20	Enterable; Modifiable
EDI B2B Enabler E-Mail	Alpha 20	Enterable; Modifiable
EDI Vender	Alpha 20	Enterable; Modifiable
EDI Vender Contact Identity	Alpha 20	Enterable; Modifiable
EDI Vender Phone	Alpha 20	Enterable; Modifiable
EDI Vender E-mail	Alpha 20	Enterable; Modifiable
Marketing Manager	Alpha 20	Enterable; Modifiable
Total Number of Retail Stores	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15E

Structure: Retailer/Mfgr. P-Store Relation		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfgr. Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15F

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Structure: Mfgr./Retailer Relationships		
MIN Assigned By UCC/EAN	Alpha 20	Enterable; Modifiable
Retailer # 1 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 2 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 3 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 4 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 5 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 6 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 7 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 8 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 9 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Retailer Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15G

Structure: Consumer		
Consumer Name	Alpha 20	Enterable; Modifiable
Consumer ID No.	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
Shopped at Retail Store ID Nos.	Alpha 20	Enterable; Modifiable
Shopped at Retailer Store ID No.	Alpha 20	Enterable; Modifiable
Consumer Index 1	Alpha 20	Enterable; Modifiable
Consumer Index 2	Alpha 20	Enterable; Modifiable
Consumer Index 3	Alpha 20	Enterable; Modifiable
Consumer Index 4	Alpha 20	Enterable; Modifiable
Consumer Index 5	Alpha 20	Enterable; Modifiable
Consumer Index 6	Alpha 20	Enterable; Modifiable
Consumer Index 7	Alpha 20	Enterable; Modifiable
Consumer Index 8	Alpha 20	Enterable; Modifiable
Consumer Index 9	Alpha 20	Enterable; Modifiable
Credit Card Nos.	Alpha 20	Enterable; Modifiable

FIG. 15H

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Structure: Advertiser		
Advertiser Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 1	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 2	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 3	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 4	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 5	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 6	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 7	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 8	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 9	Alpha 20	Enterable; Modifiable
Total # Mfgr. Agency Relations	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 1	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 2	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 3	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 4	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 5	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 6	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 7	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 8	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 9	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 10	Alpha 20	Enterable; Modifiable
Total # Rtlr. Agency Relations	Alpha 20	Enterable; Modifiable
URL for Advertiser WWW Site	Alpha 20	Enterable; Modifiable
Advertiser Network Acct. No.	Alpha 20	Enterable; Modifiable
Advertiser Network Password	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15I

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Structure: Promoter		
Promoter Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 1	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 2	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 3	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 4	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 5	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 6	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 7	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 8	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 9	Alpha 20	Enterable; Modifiable
Total # Mfgr. Agency Relations	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 1	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 2	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 3	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 4	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 5	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 6	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 7	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 8	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 9	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 10	Alpha 20	Enterable; Modifiable
Total # Rtlr. Agency Relations	Alpha 20	Enterable; Modifiable
URL for Promoter WWW Site	Alpha 20	Enterable; Modifiable
Promoter Network Acct. No.	Alpha 20	Enterable; Modifiable
Promoter Network Password	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15J

Structure: Physical Kiosk		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Assigned Static IP Address	Alpha 20	Enterable; Modifiable
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable
Physical Kiosk Access Password	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
Ad Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 5	Alpha 20	Enterable; Modifiable
Status of Retailer's MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Thur.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sun.	Alpha 20	Enterable; Modifiable
CPIR Request Service GUI Type	Alpha 20	Enterable; Modifiable
Ad Display Service GUI Type	Alpha 20	Enterable; Modifiable
Promo Service GUI Type	Alpha 20	Enterable; Modifiable
Date of Record Update		

FIG. 15K

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Structure: Retailer Physical Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Store Manager Identity	Alpha 20	Enterable; Modifiable
Store Manager Phone	Alpha 20	Enterable; Modifiable
Store Manager E-Mail	Alpha 20	Enterable; Modifiable
Regional Manager Identity	Alpha 20	Enterable; Modifiable
Regional Manager Phone	Alpha 20	Enterable; Modifiable
Regional Manager E-Mail	Alpha 20	Enterable; Modifiable
Number of Store Aisles	Alpha 20	Enterable; Modifiable
Number of Floors	Alpha 20	Enterable; Modifiable
Floor Plan Diagrams	Alpha 20	Enterable; Modifiable
Product Catagory/Shelf Maps	Alpha 20	Enterable; Modifiable
Available Internet Connectivity	Alpha 20	Enterable; Modifiable
Retailer/Manufacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15L

Structure: Physical Kiosk HTTP Server		
Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server Log	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15M

Structure: Retailer's Physical Kiosk Cat.		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Physical Kiosks	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15N

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Structure: Physical Kiosk E-Mail		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15O

Structure: Physical Kiosk User Activity		
Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Date Of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15P

Structure: Ad Spot Order-Virtual Kiosk		
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Spot Order	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost of Ad Spot	Alpha 20	Enterable; Modifiable
URL of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Cost	Alpha 20	Enterable; Modifiable
Date of Ad Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Q

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Structure: Ad Spot Order-Physical Kiosk		
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost Ad Spot	Alpha 20	Enterable; Modifiable
URL Of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner Of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15R

Structure: Promo Spot Order-Physical Kiosk		
UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL Of Promotional Ad in DF1	Alpha 20	Enterable; Modifiable
Promotional Message In DF2	Alpha 20	Enterable; Modifiable
Promotional Message In DF3	Alpha 20	Enterable; Modifiable
Promotional Message In DF4	Alpha 20	Enterable; Modifiable
Promotional Message In DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner Of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Cost of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15S

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Structure: Physical Kiosk Ad Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 1	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 2	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 4	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 5	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 6	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 7	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 8	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 9	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered On Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15T

Structure: Physical Kiosk Promo Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 1	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 2	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 3	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 4	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 5	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 6	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 7	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 8	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 9	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15U

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Structure: Virtual Kiosk		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store or E-Store ID No.	Alpha 20	Enterable; Modifiable
Type of Virtual Kiosk	Alpha 20	Enterable; Modifiable
CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Licensed Internet Domain	Alpha 20	Enterable; Modifiable
Virtual Kiosk Licensee (i.e. Retailer, Mfgr., et al)	Alpha 20	Enterable; Modifiable
Virtual Kiosk Enabling Password	Alpha 20	Enterable; Modifiable
E-Store Web-Page Location	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
Ad Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Status of Retailer MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Tue.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Thu.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sun.	Alpha 20	Enterable; Modifiable
URL Accessing Virtual Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15V

Structure: CPIR-Enabling Applet		
CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Type of CPIR-Enabling Applet	Alpha 20	Enterable; Modifiable
URL of CPIR-Enabling Applet BC	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Server Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15W

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Structure: Retailer E-Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
E-Store Manager Identity	Alpha 20	Enterable; Modifiable
E-Store Manager Phone	Alpha 20	Enterable; Modifiable
E-Store Manager E-Mail	Alpha 20	Enterable; Modifiable
E-Store WWW Site Map	Alpha 20	Enterable; Modifiable
Retailer/Manufacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15X

Structure: Retailer's Virtual Kiosk Cat.		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Virtual Kiosks	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Y

Structure: Virtual Kiosk E-Mail		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Z

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Structure: Virtual Kiosk User Activity		
Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Number of Trademark Requests	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15AA

Structure: Promo Spot Order- Virtual Kiosk		
UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Dated Promo Spot Order	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL of Promotional Ad In DF1	Alpha 20	Enterable; Modifiable
Promotional Message In DF2	Alpha 20	Enterable; Modifiable
Promotional Message In DF3	Alpha 20	Enterable; Modifiable
Promotional Message In DF4	Alpha 20	Enterable; Modifiable
Promotional Message In DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Cost Of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Cost Payment	Alpha 20	Enterable; Modifiable
Date of Promo Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15BB

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Structure: Virtual Kiosk Promo Campaign		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 9	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Promo Spot Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15CC

Structure: Virtual Kiosk Ad Campaign		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 9	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered On Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15DD

Structure: Ad Credit- Physical Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15EE

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Structure: Ad Credit- Virtual Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
URL of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15FF

Structure: Promo Credit- Physical Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15GG

Structure: Promo Credit- Virtual Kiosk		
Advertiser Identification No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15HH

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Structure: Purchase at Physical Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
UPN of Product Sold	Alpha 20	Enterable; Modifiable
Date of Product Sale	Alpha 20	Enterable; Modifiable
Time of Product Sale	Alpha 20	Enterable; Modifiable
Price of Sold Product	Alpha 20	Enterable; Modifiable
Customer ID No.	Alpha 20	Enterable; Modifiable
Credit Card No.	Alpha 20	Enterable; Modifiable
Retailer's Discount	Alpha 20	Enterable; Modifiable
Mfgr's Promo Discount	Alpha 20	Enterable; Modifiable
URL of Promo Advertisement	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15II

Structure: Purchase at E-Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
UPN of Product Sold	Alpha 20	Enterable; Modifiable
Date of Product Sale	Alpha 20	Enterable; Modifiable
Time of Product Sale	Alpha 20	Enterable; Modifiable
Price of Sold Product	Alpha 20	Enterable; Modifiable
Customer ID No.	Alpha 20	Enterable; Modifiable
Credit Card No.	Alpha 20	Enterable; Modifiable
Retailer's Promo Discount	Alpha 20	Enterable; Modifiable
Mfgr's Promo Discount	Alpha 20	Enterable; Modifiable
URL of Promo Advertisement	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15JJ

Structure: Retailer/Mfgr. E-Store Relation		
Retailer E-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfgr. Relationships	Alpha	Enterable; Modifiable
Date of Record Update	20Alpha 20	Enterable; Modifiable

FIG. 15KK

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Structure: Mfgr. Rights		
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 1	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 2	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 3	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 4	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 5	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 6	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 7	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 8	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 9	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 10	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15LL

Structure: Mfgr. E-Store Web Page Rights		
E-Store Web Page Location	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 1	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 2	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 3	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 4	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 5	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 6	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 7	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 8	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

(Mfgr's Virtual Shelf Rights Aisle)

FIG. 15MM

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Modes Of Information Service In The CPI Link Creation, Management, And
Transport Subsystem (501)

- Registration Of Manufacture/Creation Of Manufacturer Account
 - Log-In By Manufacturer
 - Download And Register UPN/TM/PD/URL Link
 - Creation/Management/And Transport (LCMT) Software
 - Installation And Set-Up UPN/TM/PD/URL LCMT Software Within Manufacturer's Enterprise
 - Selection And Customizing UPN/TM/PD/URL LCMT GUI Design-
 - Manufacturer Customization Options;
 - Default CPI Categories For Linked URL,
 - Custom CPI Categories For Linked URL
 - On-Line Training For UPN/TM/PD/URL LCMT Software
 - Update Manufacturer Registration Information
 - Certificate Of Manufacturer's Product Advertising Agents
 - Certificate Of Manufacturer's Product Promotional Agents
-

FIG. 16

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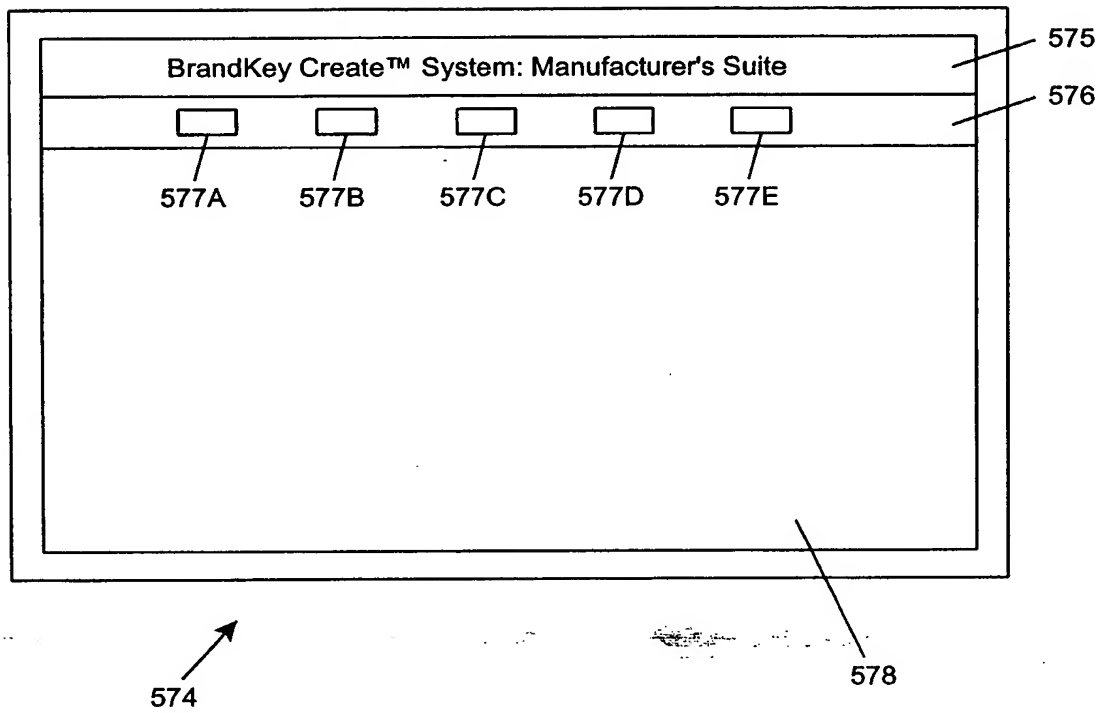


FIG. 16A

135/1046

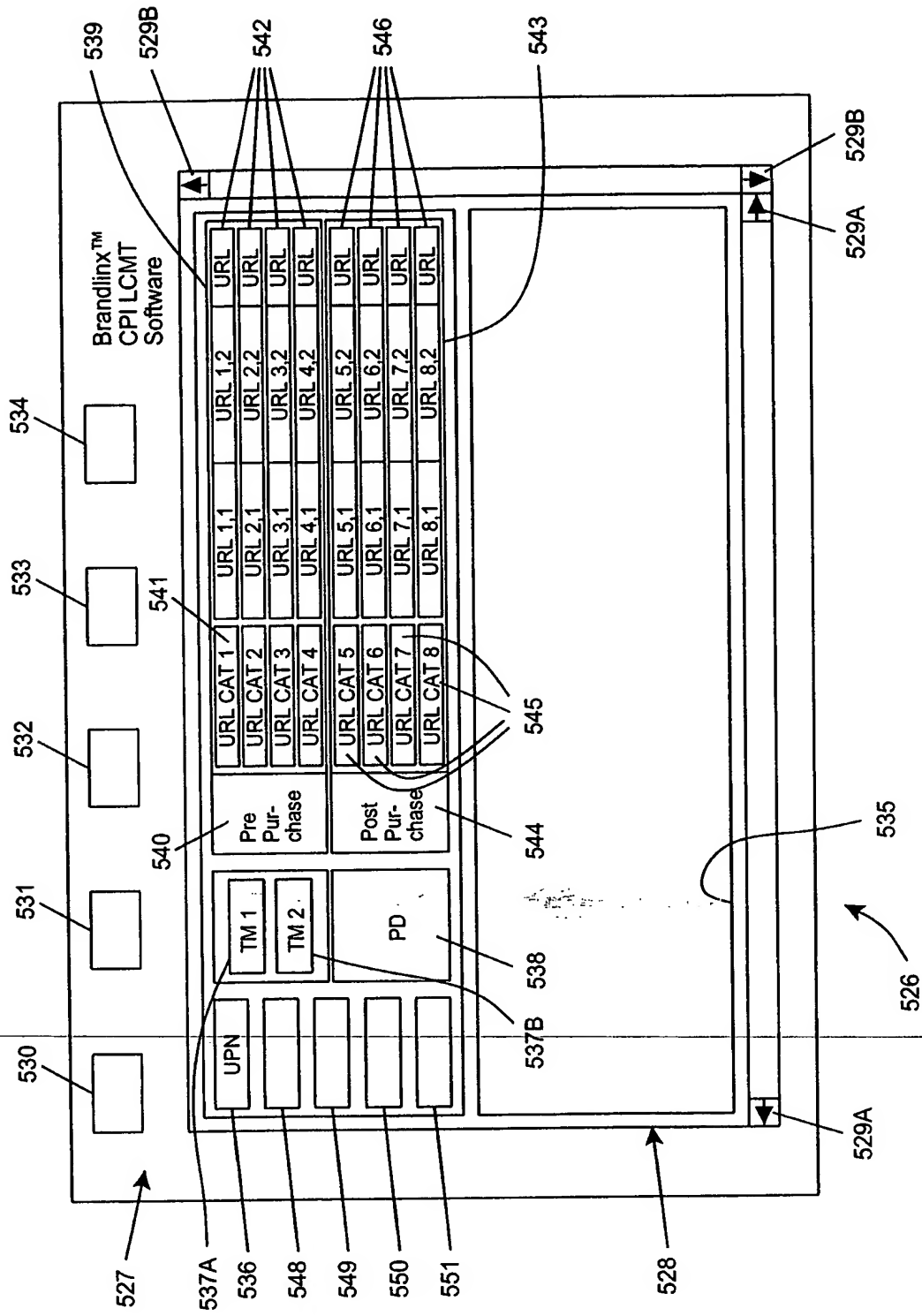
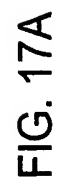


FIG. 17



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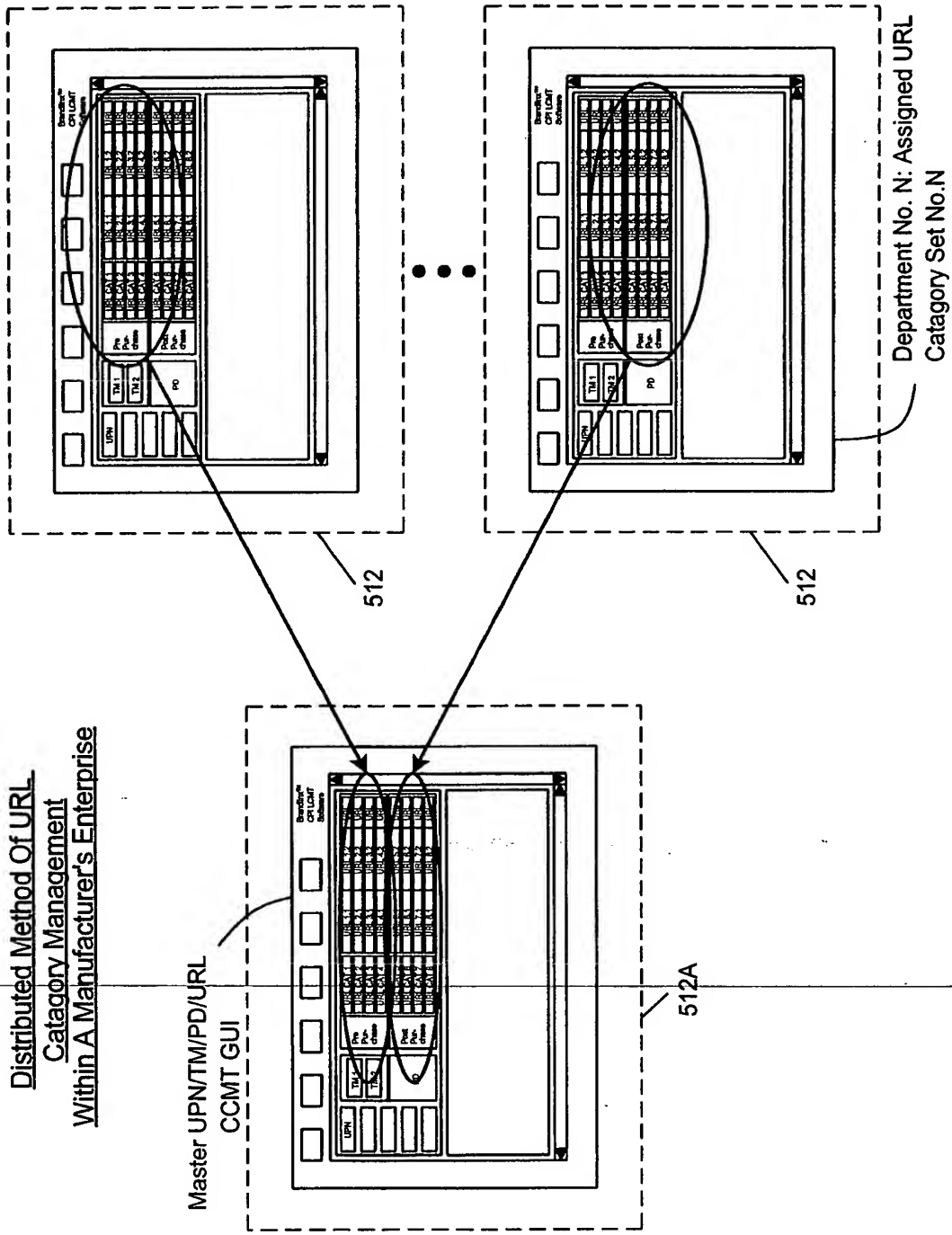


FIG. 17B

130/1046

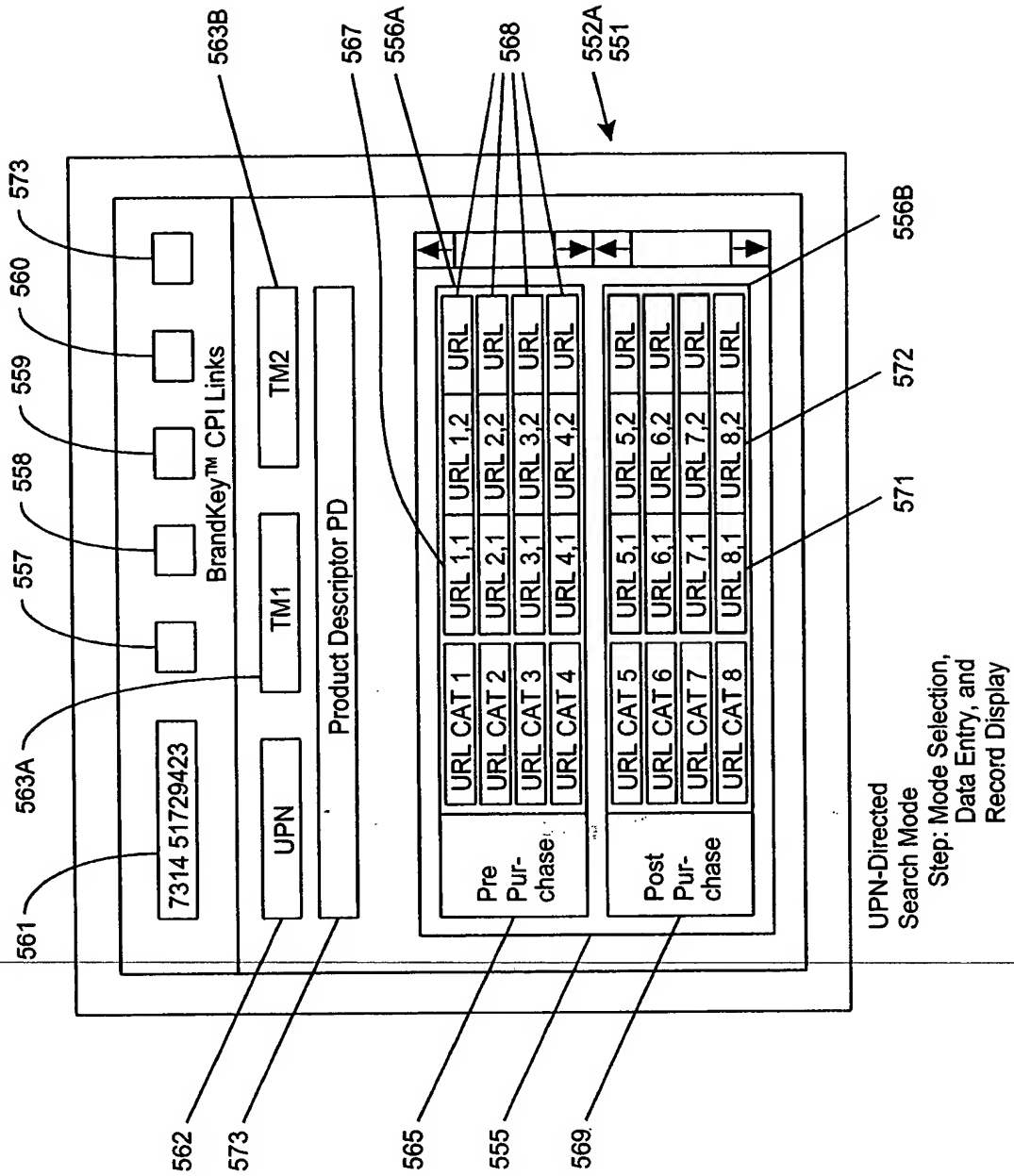


FIG. 18A

552B

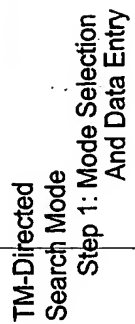


FIG. 18B1

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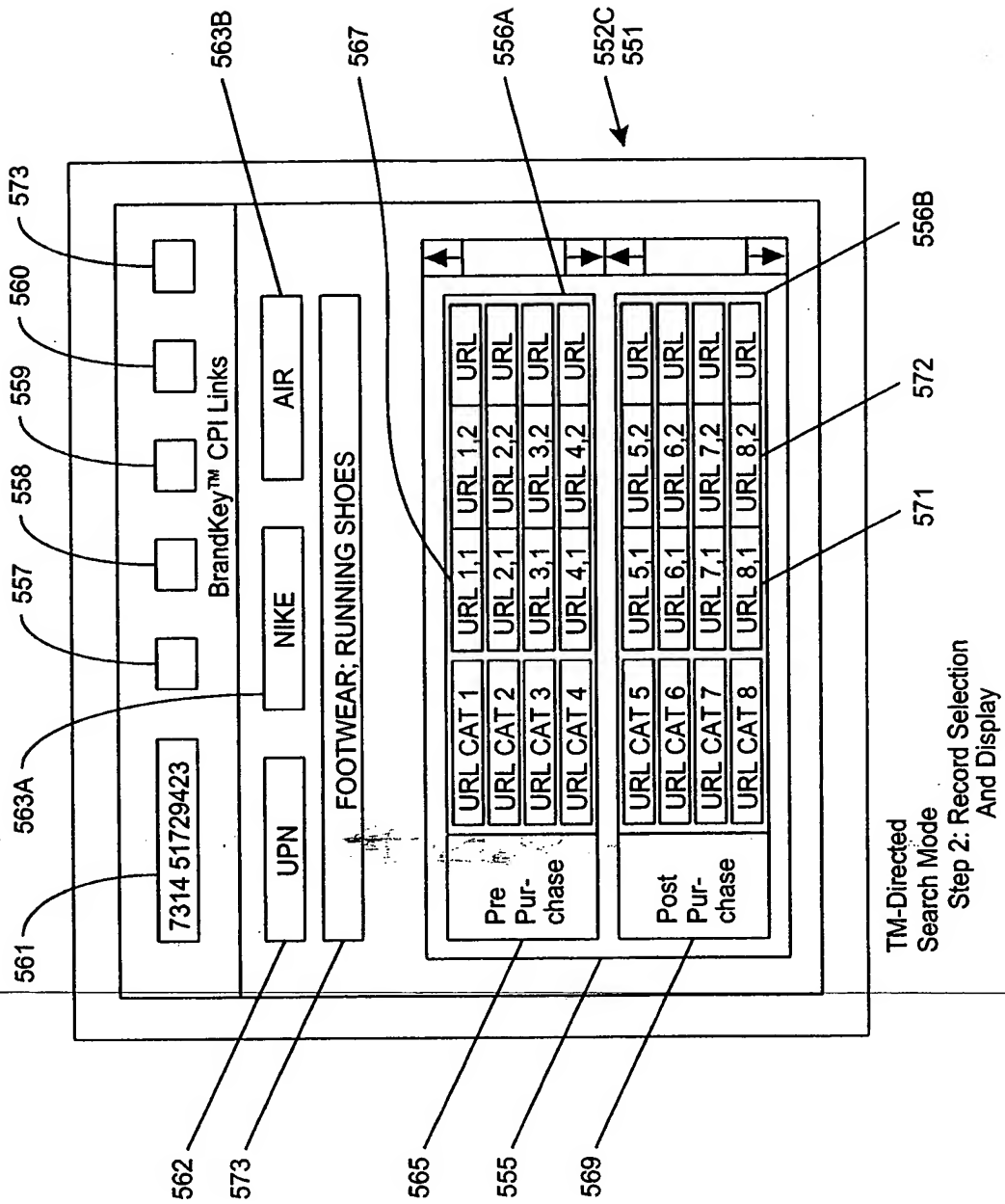
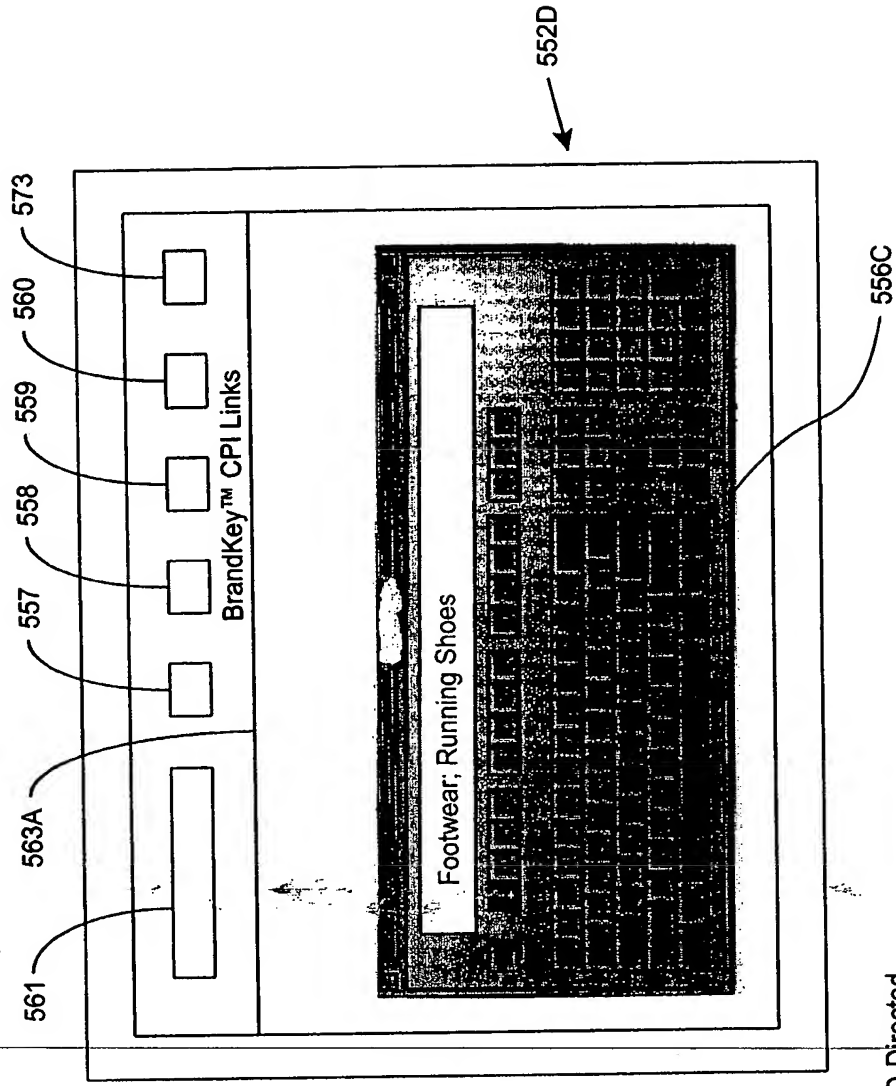


FIG. 18B2

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PD-Directed
Search Mode
Step 1: Mode Selection
And Data Entry

FIG. 18C1

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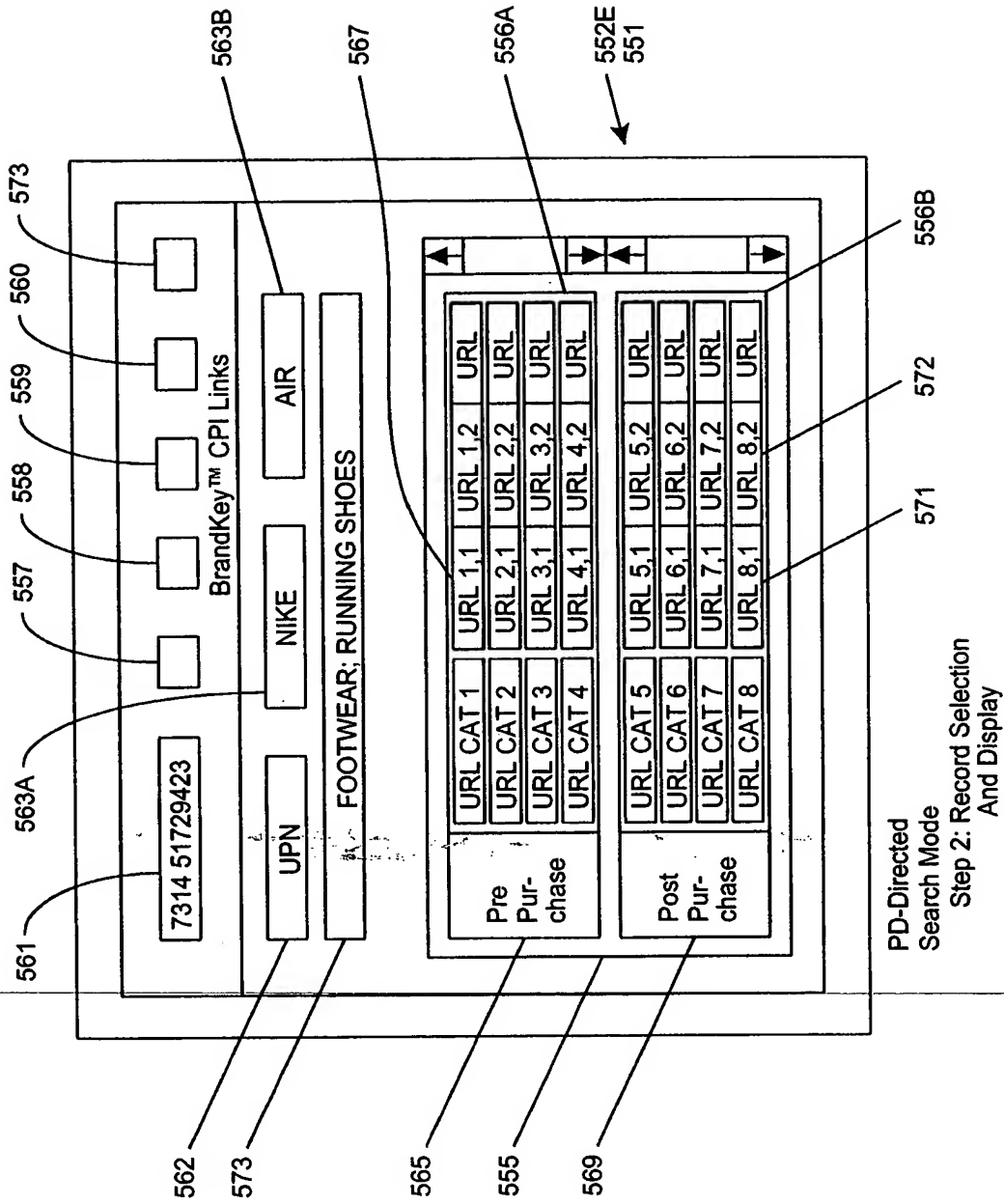


FIG. 18C2

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Modes Of Information Service In The CPI Kiosk Configuration, Deployment,
Management And Access Subsystem (504)

Retailers (In Physical And Electronic Streams Of Commerce)

- Registration Of Retailer/Creation Of Retailer Account
- Log-In By Retailer
- Update And Display Kiosk Deployment Directory-
- Select/Order Physical And Virtual Kiosk For Deployment
 - Specify Location Of Kiosk Installation And Deployment
 - Selection Of Information Services Delivered By Deployed CPI Kiosk
 - Selection And Customization Of CPI Design- Kiosk GUI Design
- Registration Of Manufacturer's Physical Aisle/Shelf Rights/Privileges On CPI Kiosks
- Certification Of Retailer's Advertising Agents
- Certification Of Retailer's Product Promotional Agents
- Monitoring Performance Of Registered Retailer Advertising Agents
- Monitoring Performance Of Registered Retailer Promotional Agents

Consumers

- Registration Of Consumer (For Retailer-Issued Courtesy Cards)
- Display Of Kiosk Deployment Directories
 - Virtual CPI Kiosks Deployed In Retailer E-Stores
 - Physical CPI Kiosks Deployed In Retailer P-Stores
 - Virtual CPI Kiosks Deployed On WWW
- Monitor Consumer CPI E-Mail Transmissions From Subsystem

FIG. 19A

144/104b

Manufacturer's (In Electronic Streams Of Commerce)

- Registration Of Manufacture/Creation Of Retailer Account
 - Log-In By Manufacturer
 - Update And Display Manufacturer's Virtual Kiosk Deployment Directory-
 - Select/Order Virtual Kiosk For Deployment
 - Specify Domain Of Virtual Kiosk Installation And Deployment
 - Selection Of Information Services Delivered By Deployed Virtual CPI Kiosk
 - Selection And Customize Of-Virtual CPI Kiosk GUI Design
 - Registration Of Manufacturer's Aisle/Shelf Rights/Privileges On CPI Kiosks
 - Certification Of Manufacturer's Advertising Agents
 - Certification Of Manufacturer's Product Promotional Agents
 - Monitoring Performance Of Certified/Registered Manufacturer's Advertising Agents
 - Monitoring Performance Of Certified/Registered Manufacturer's Promotional Agents
-

FIG. 19B

1A5/1046

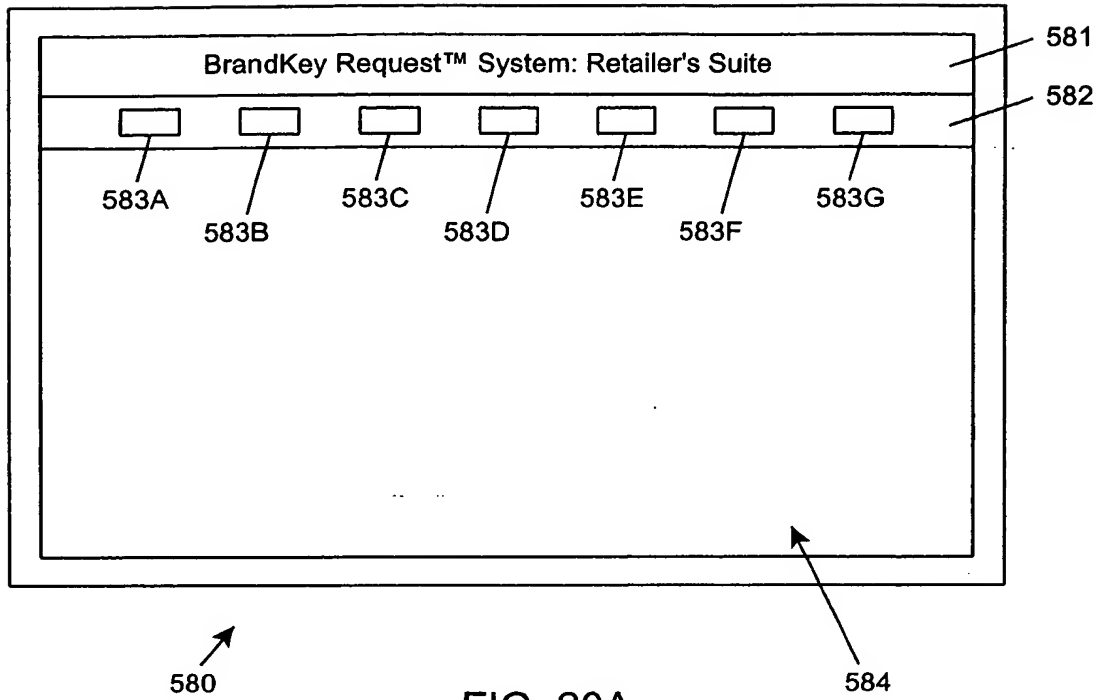


FIG. 20A

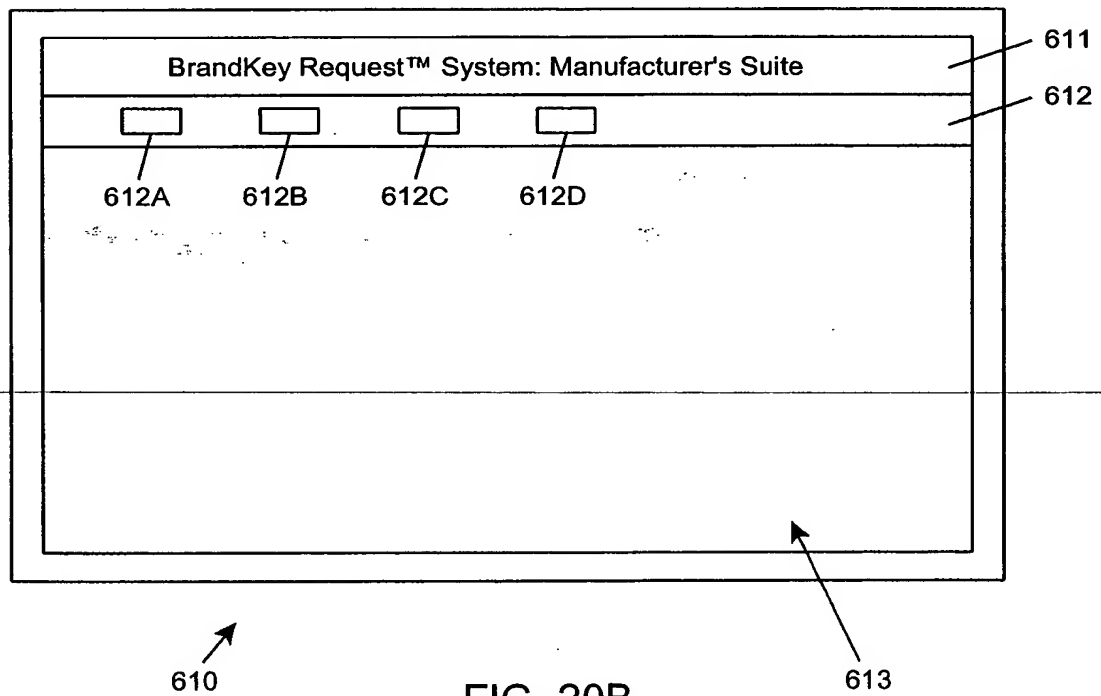


FIG. 20B

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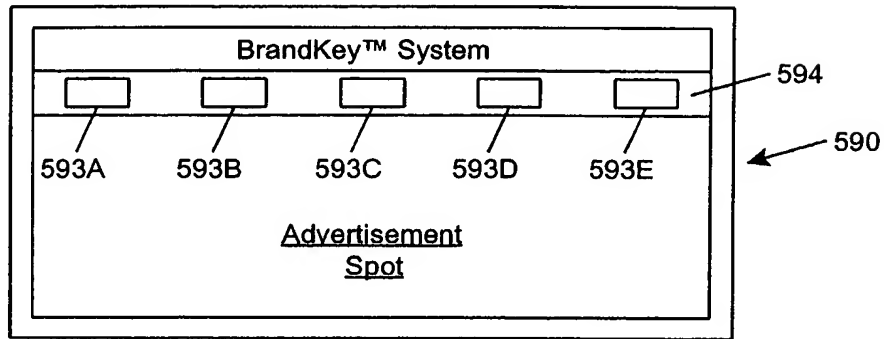


FIG. 21A

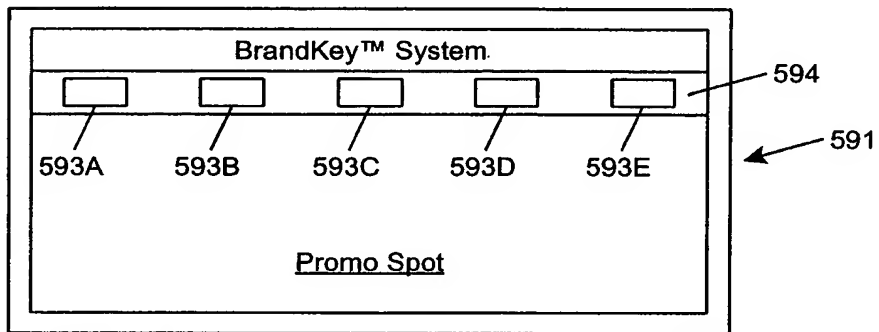


FIG. 21B

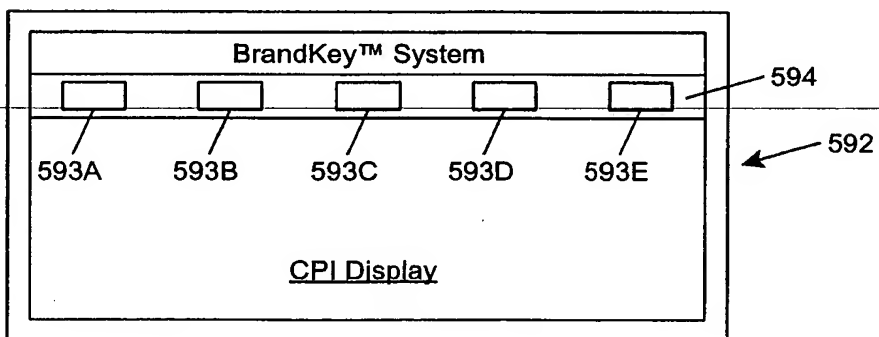


FIG. 21C

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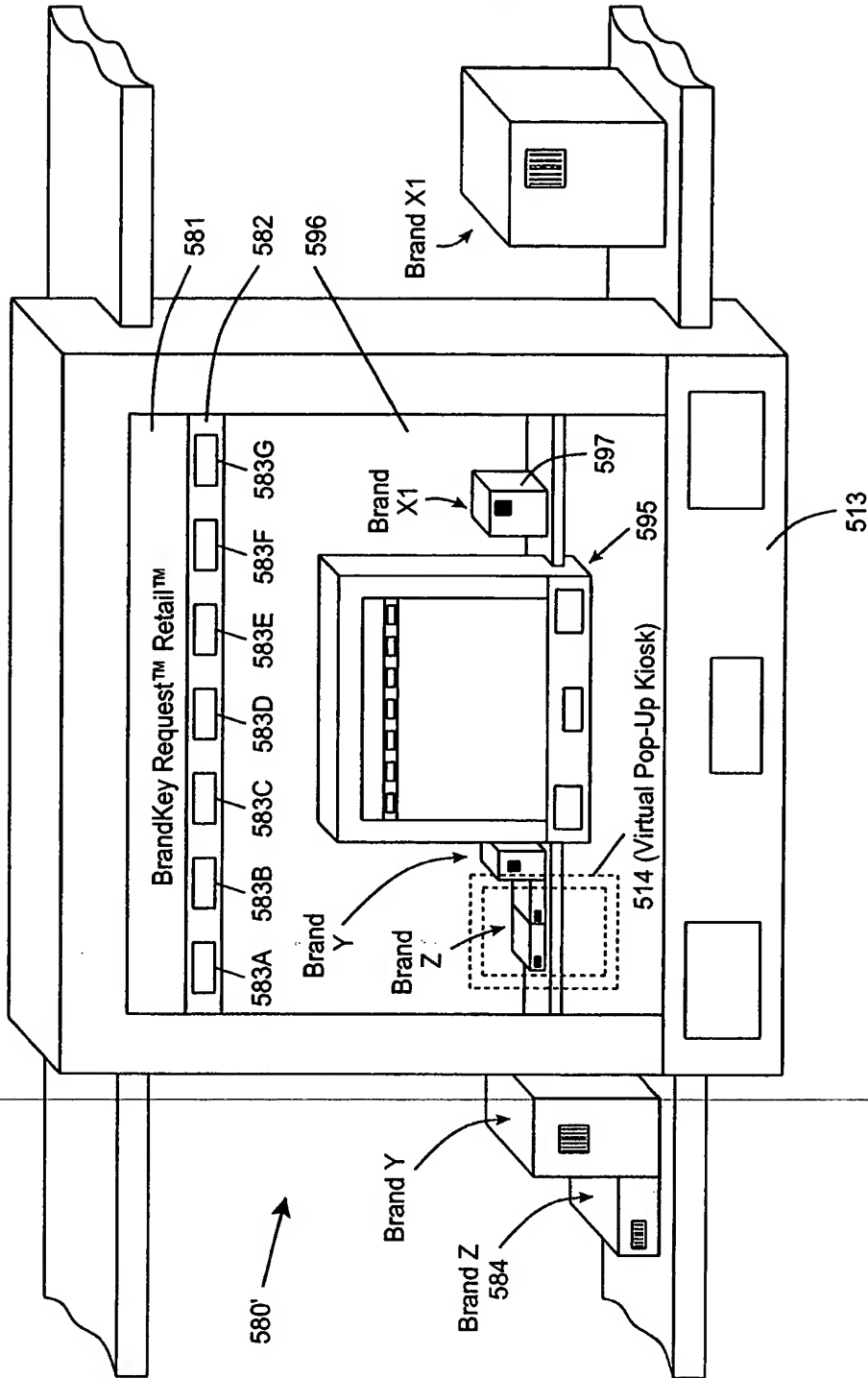


FIG. 22

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"Manufacturer Aisle/Shelf Right/Privilege Registration"

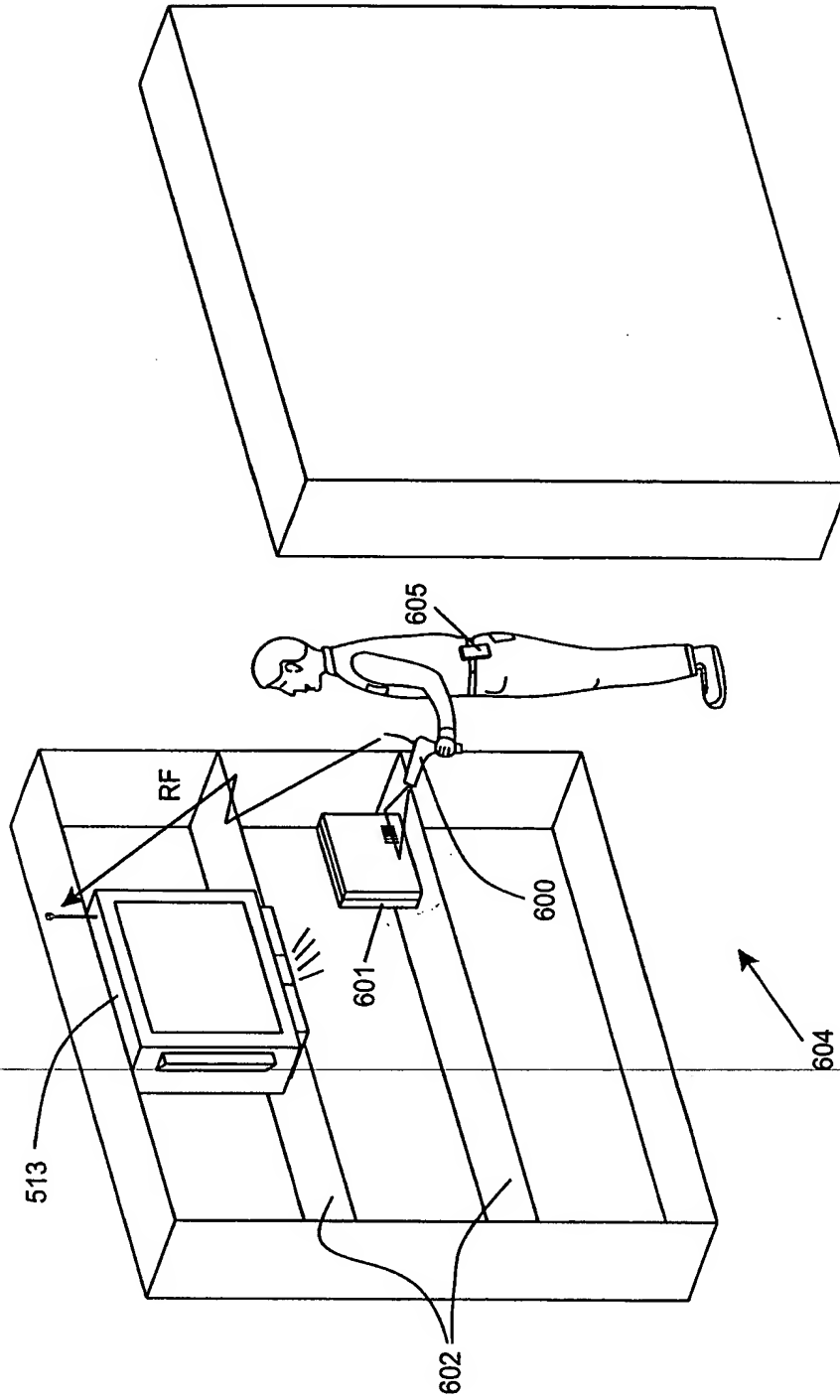


FIG. 23

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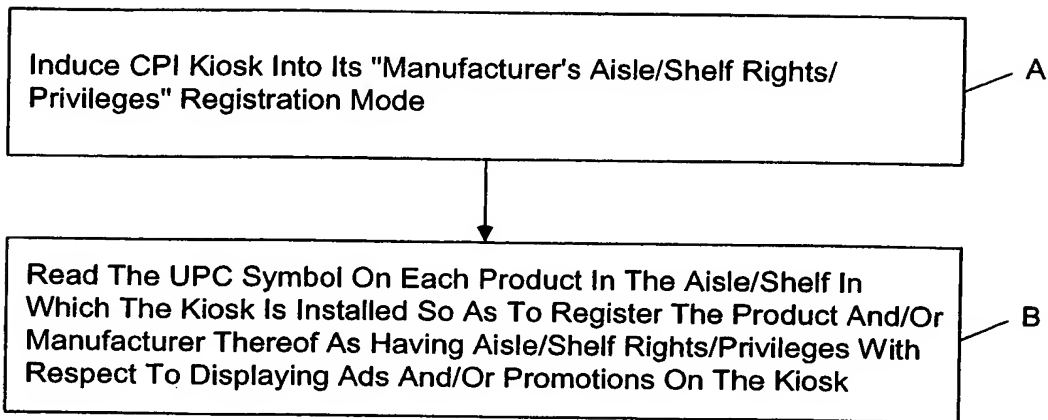


FIG. 24A

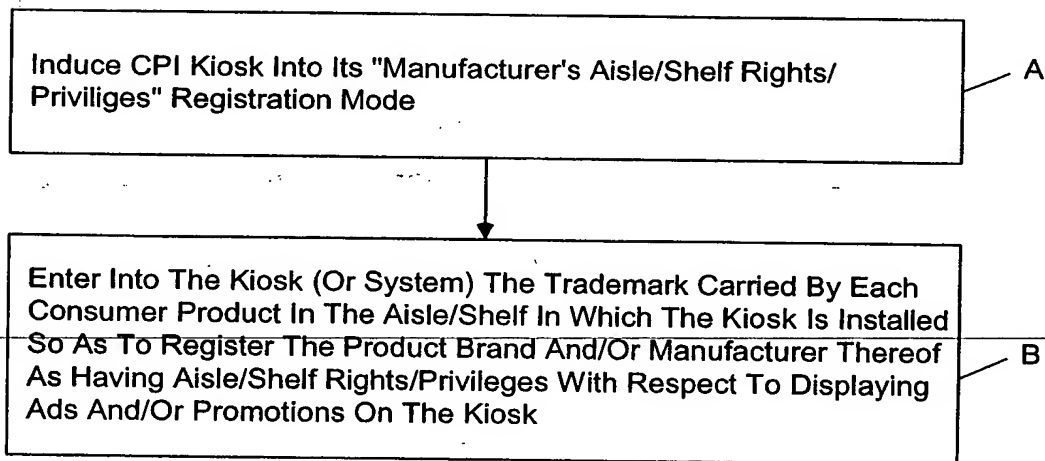


FIG. 24B

159/1046

Data-Processing Method Carried Out On CPI Requests Made By
Consumers From Physical Retailer-Based CPI Kiosks In Accordance
With The Principles Of The Present Invention

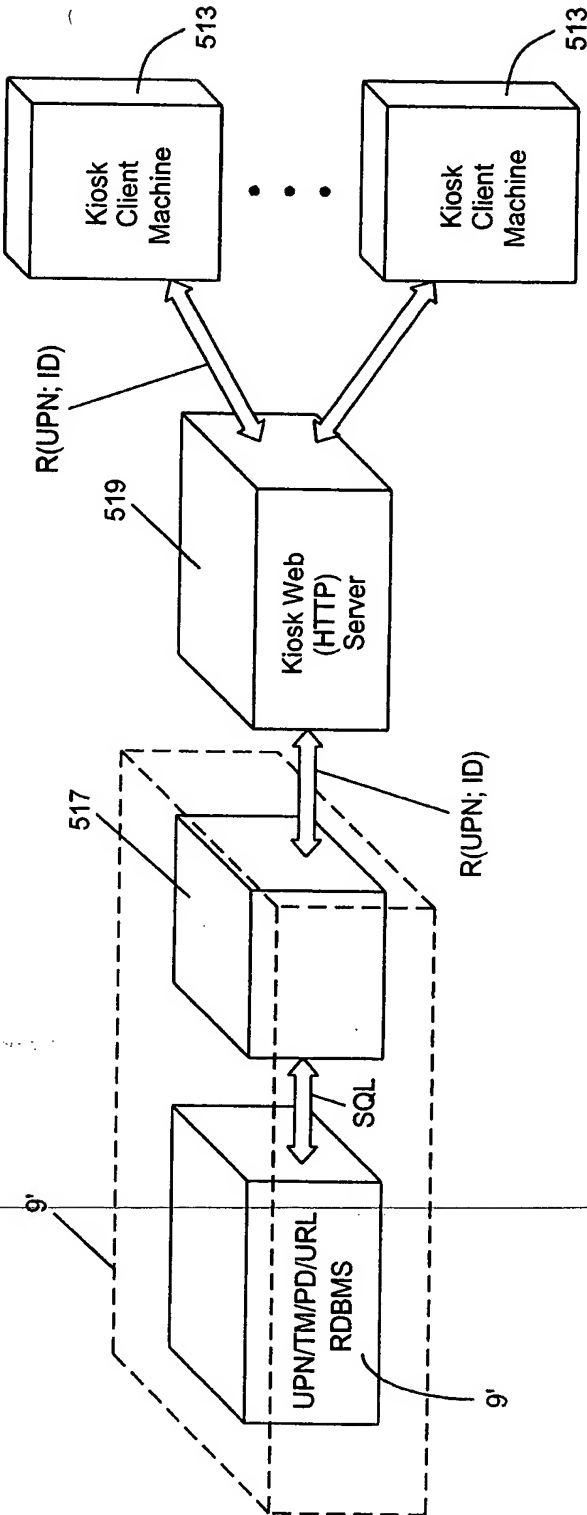


FIG. 25

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Data Filtering On CPI Requests Made From Physical
Kiosks Deployed In A Retailers Store

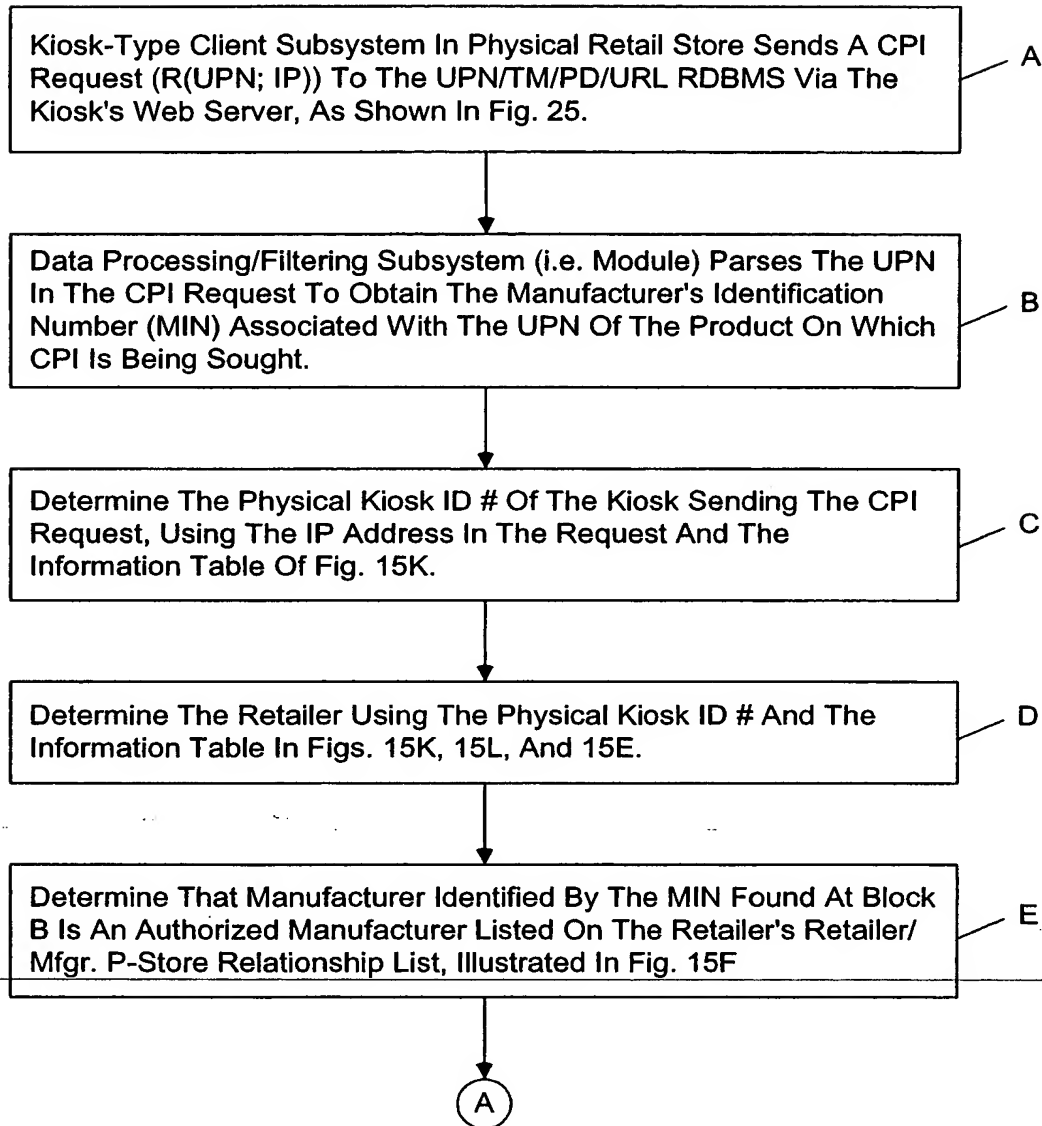


FIG. 26A

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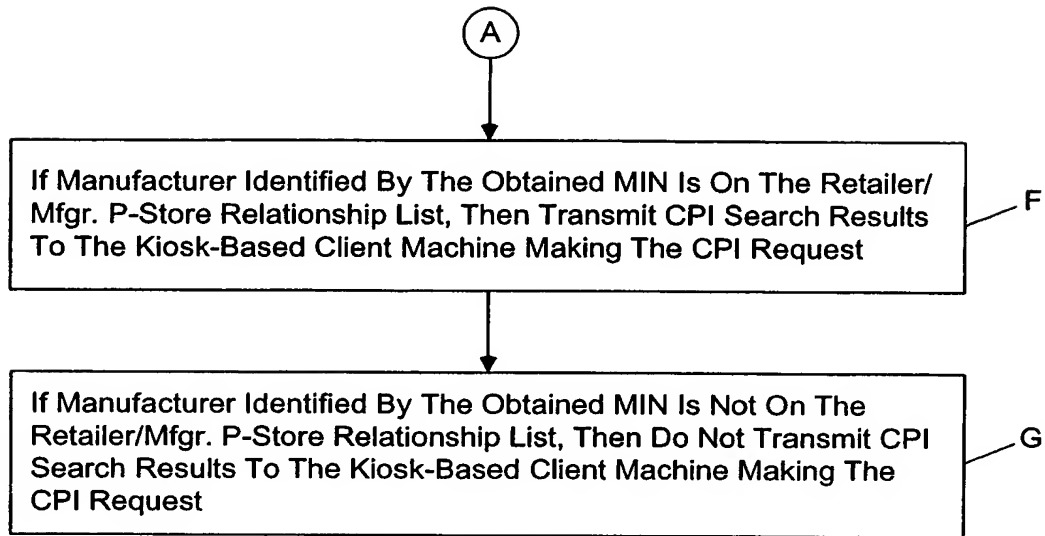


FIG. 26B

Data-Processing Method Carried Out On CPI Requests Made By
Consumers From Virtual-Type Retailer-Based CPI Kiosks In
Accordance With The Principles Of The Present Invention

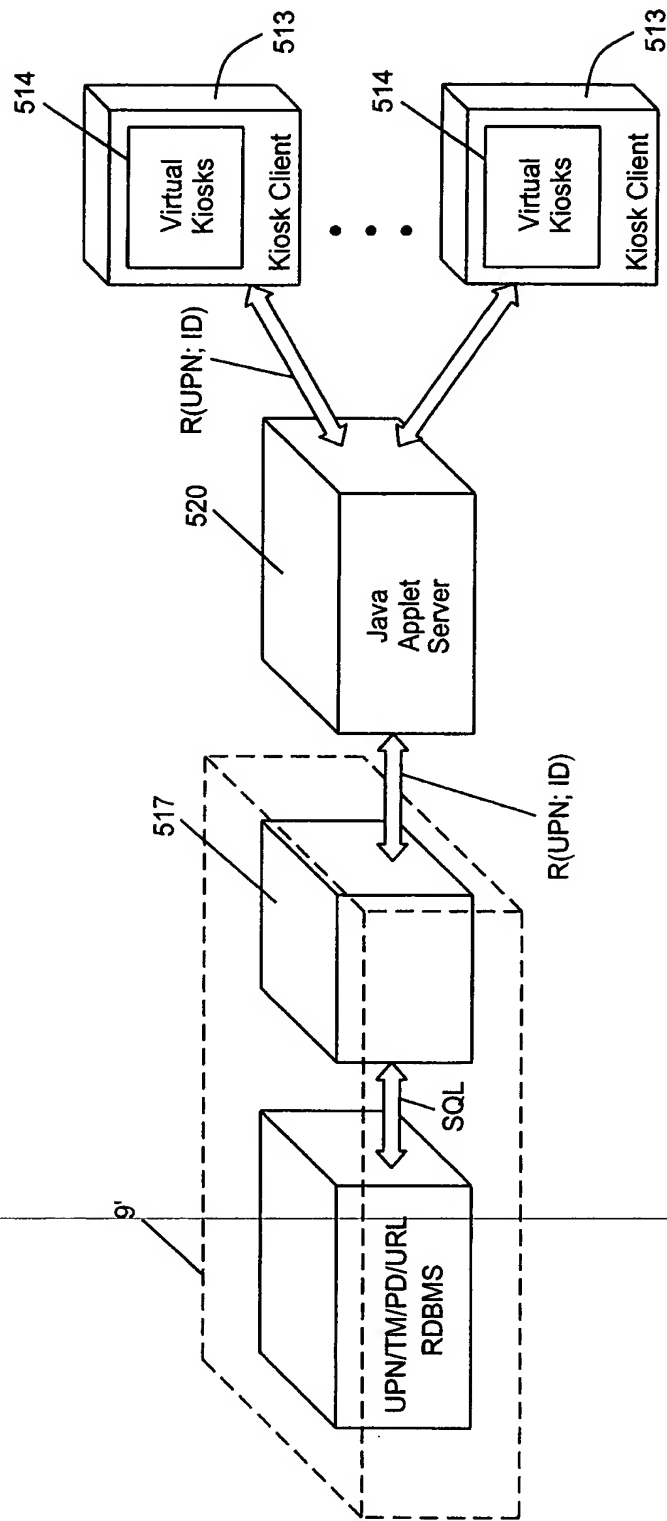


FIG. 27

Data Filtering On CPI Requests Made From Virtual (Applet-Enabled)
Kiosks Deployed At An E-Tailers WWW Site Or E-Store

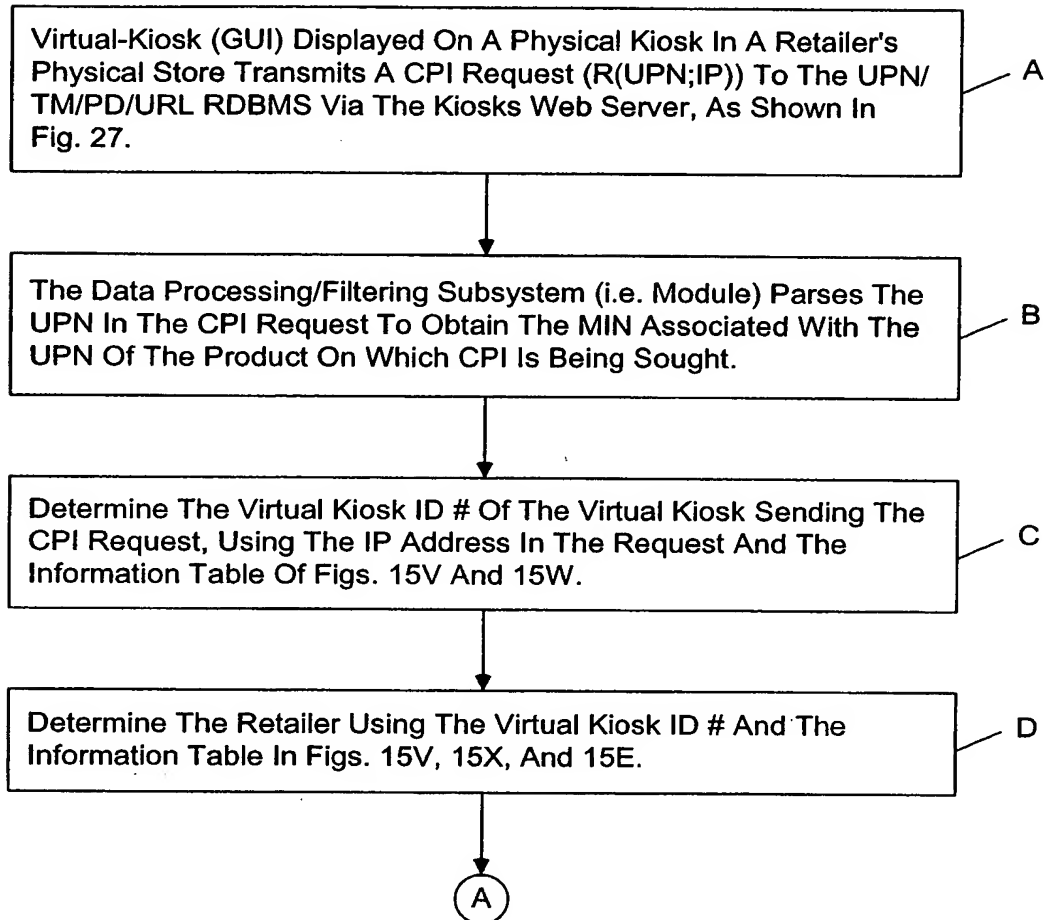


FIG. 28A

155/1046

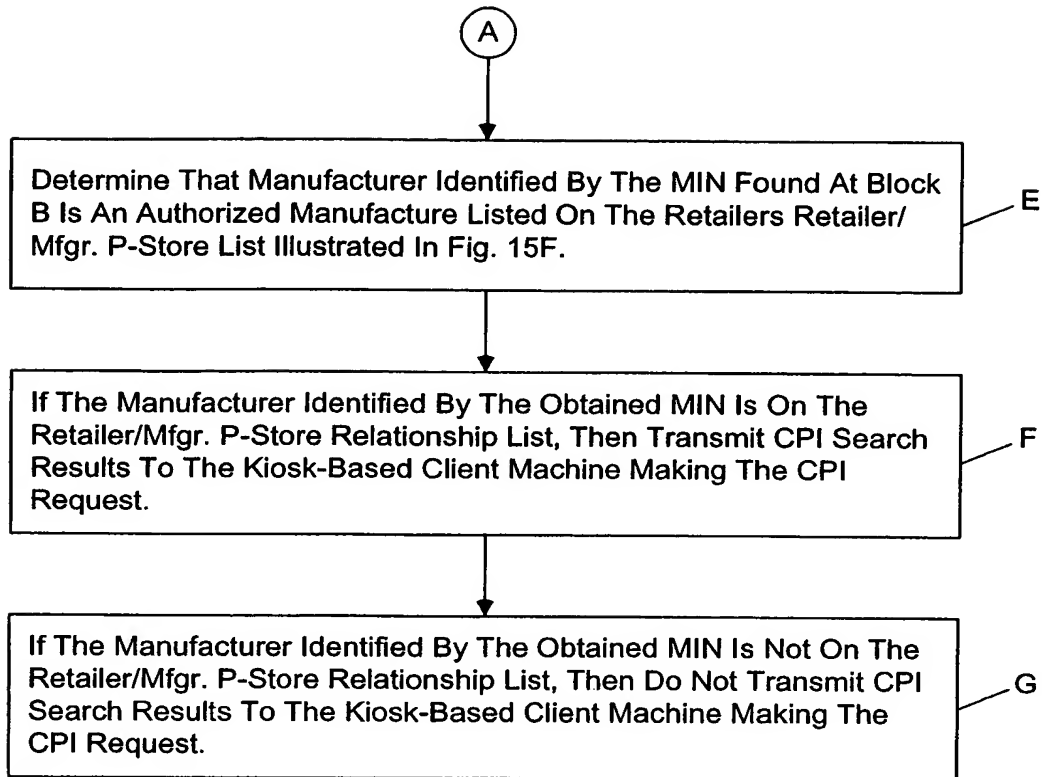


FIG. 28B

156A046

Modes of Information Service in the Consumer Product Advertisement
Marketing, Programming, Management and Delivery Subsystem (502)

Advertisers

- Registration Of Advertiser/Creation Of Advertiser Account
- Log-In By Advertiser
- Display Kiosk Advertising Directory Identifying CPI Kiosks On Which The Advertiser Is Authorized To Display Advertisements On Consumer Products
- Display Kiosk Advertising Directory Identifying CPI Kiosks On Which The Advertiser Is Authorized To Display Advertisements On A Particular Brand Or Brands Of Consumer Product
- Register Kiosk Advertising Campaign To Be Displayed On A Retailer-Authorized Subnetwork Of CPI Kiosks
- Build Kiosk Advertising Campaign By Placing Ad Spot Orders To Be Run On A Particular Subnetwork Of CPI Kiosks
- Run And Display-Kiosk Advertising Campaign On Retailer-Authorized Subnetwork Of CPI Kiosk Subnetwork
- ~~Modify Kiosk Advertising Campaign~~
- Monitor Performance Of Kiosk Advertising Campaign

FIG. 29

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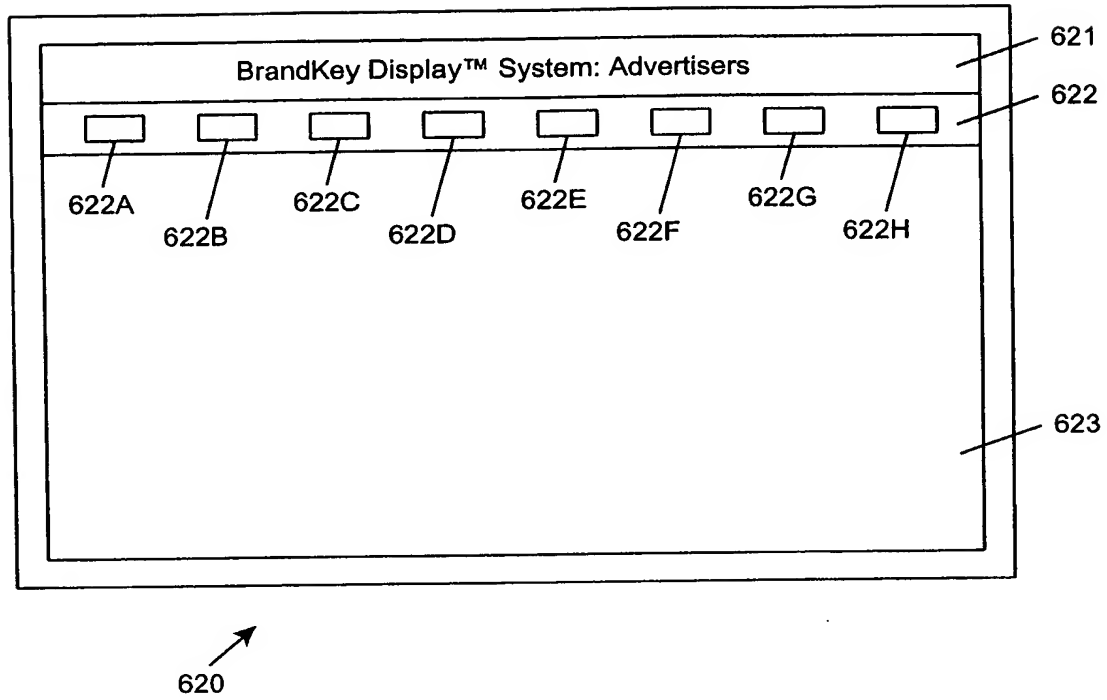


FIG. 30

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Data-Processing Method Applied During The Generation Of A Kiosk Advertising Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which Particular Advertisers And Advertising Agents Are Authorized By Retailers To Display Product Advertisements, In Accordance With The Principles Of The Present Invention

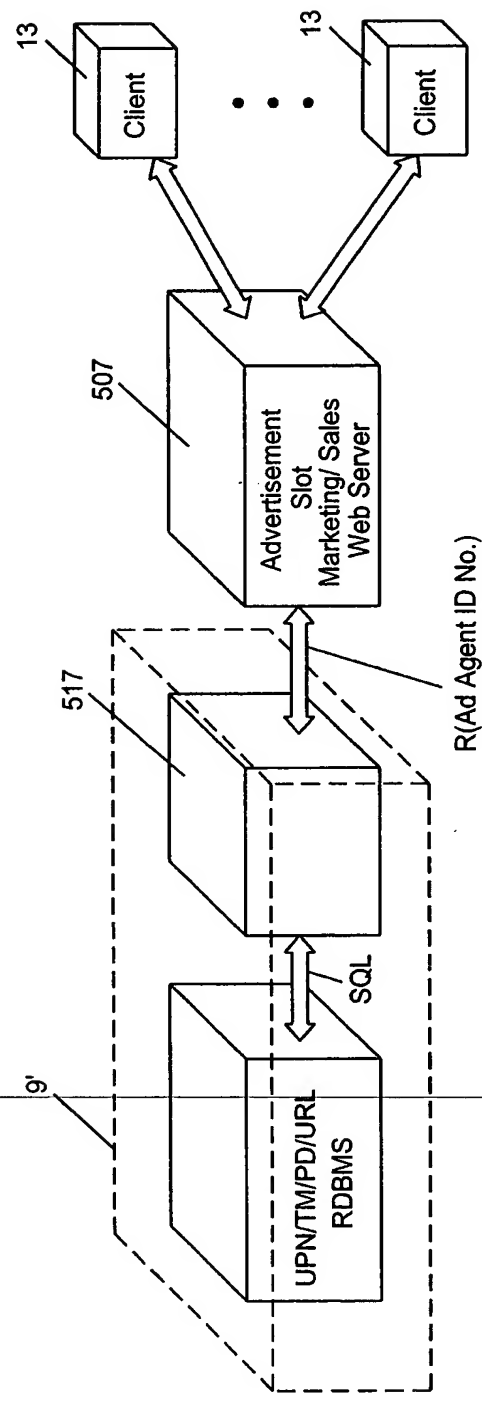


FIG. 31

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Data Processing Method For Generating A General Kiosk
Advertising Directory Which Includes Only (Physical And
Virtual) Kiosks On Which The Registered Advertiser Is
Authorized By Retailers To Place Ad Spot Orders For
Execution And Display

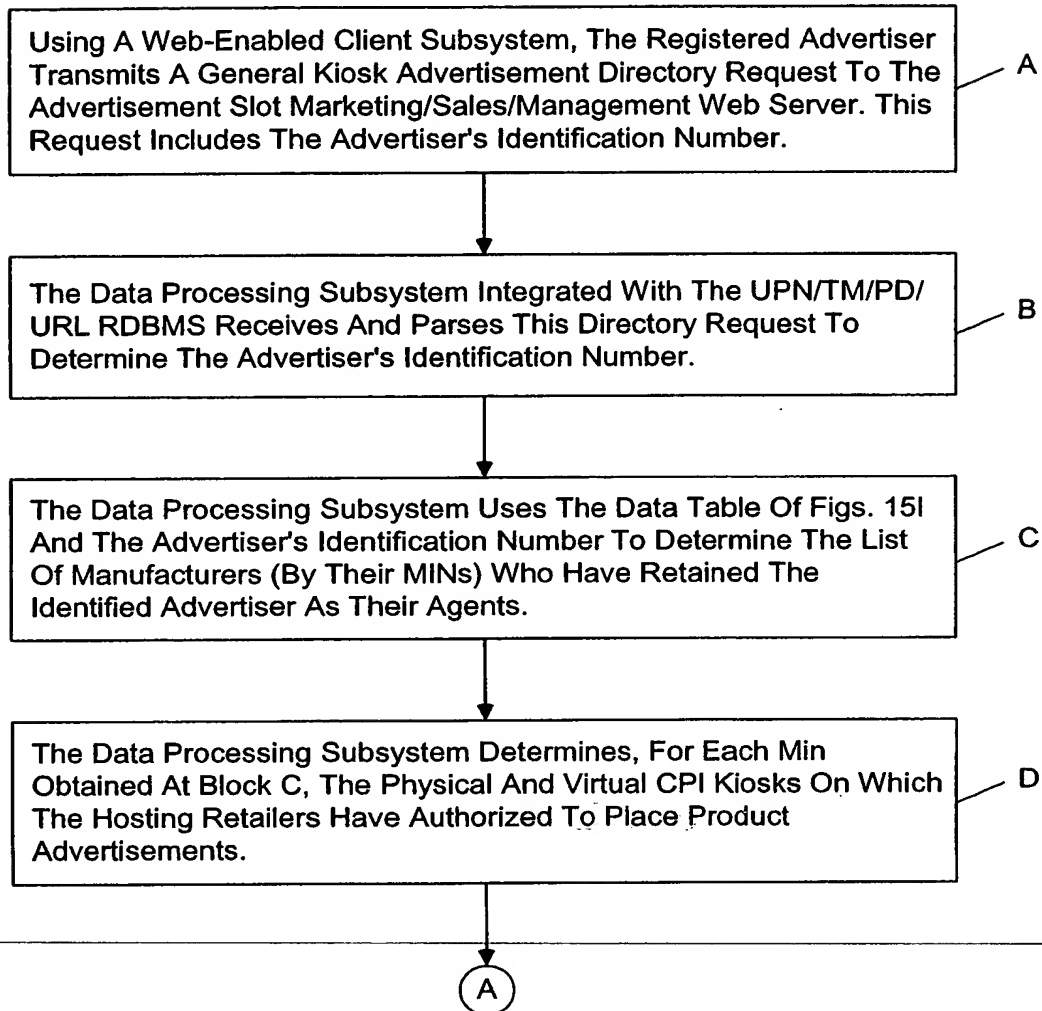


FIG. 32A

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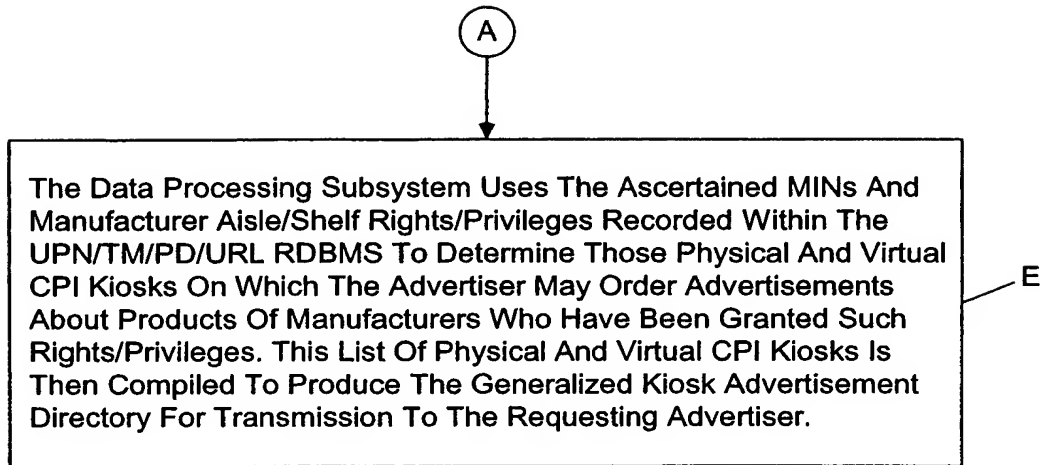


FIG. 32B

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Data-Processing Method Applied During The Generation Of A Kiosk Advertising Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which A Particular Advertiser Or Advertising Agent Is Authorized By Kiosk-Hosting Retailers To Display Product Advertisements Regarding A Particular Brand Of UPN-Indexed Consumer Product In Accordance With The Principles Of The Present Invention

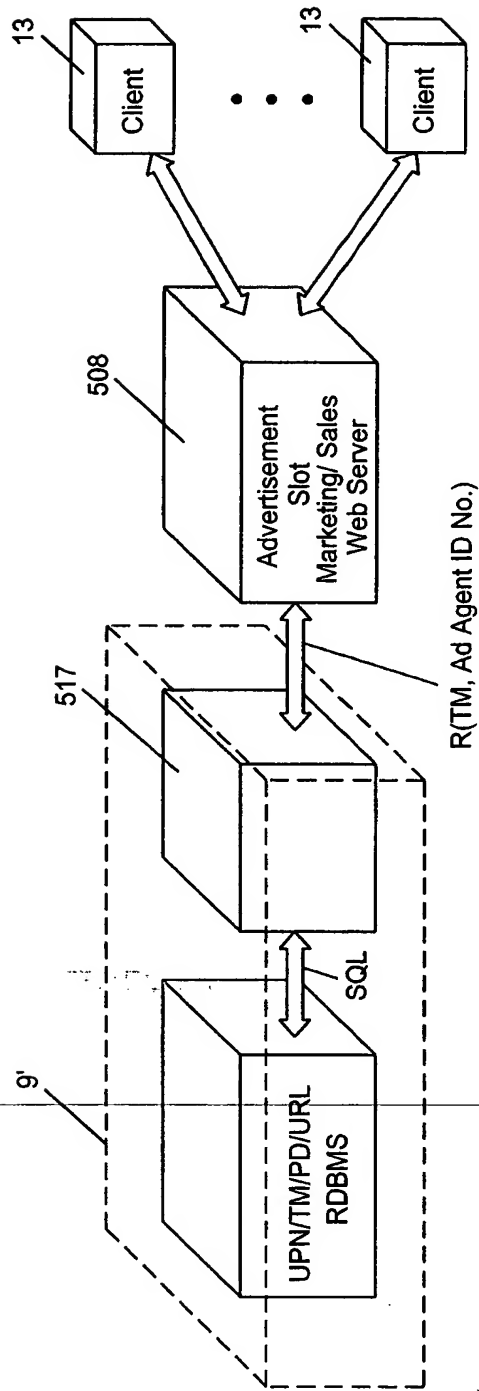


FIG. 33

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Data Processing Method For Generating A Brand Kiosk
Advertising Directory Which Includes Only (Physical And
Virtual) Kiosks On Which The Registered Advertiser Is
Authorized By Retailers To Place Ad Spot Orders
For Execution And Display

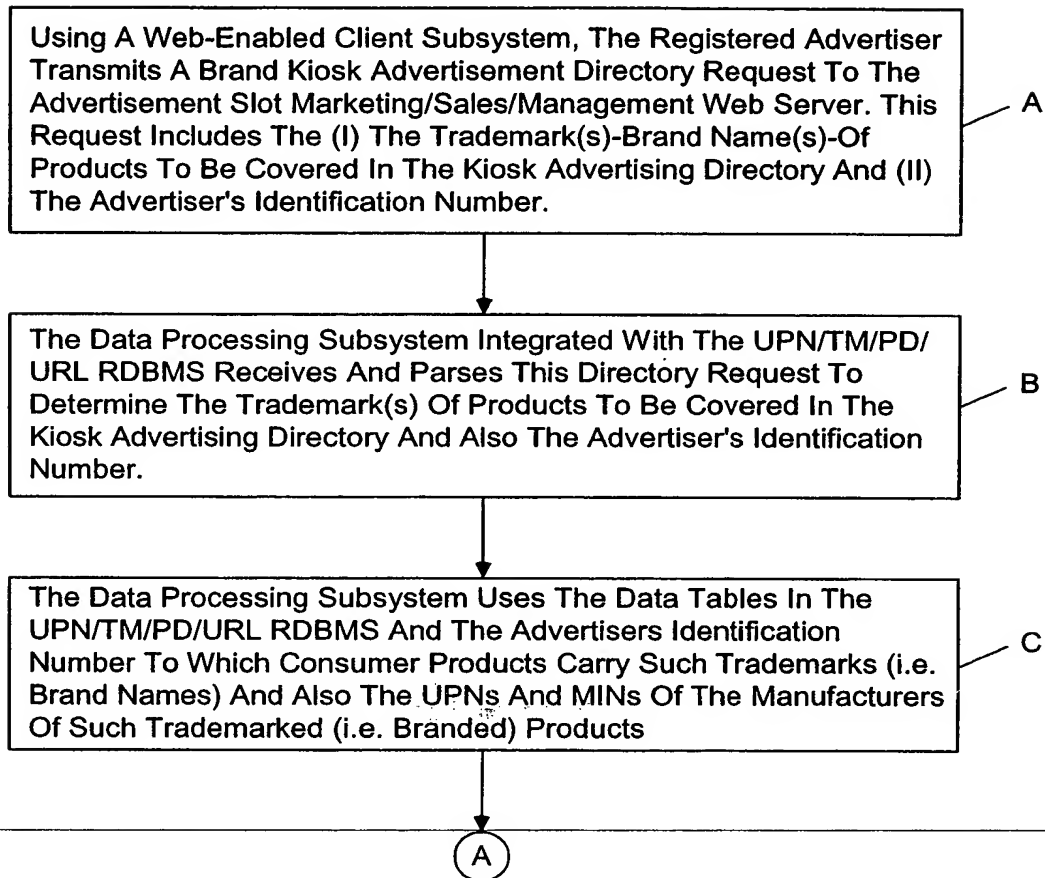


FIG. 34A

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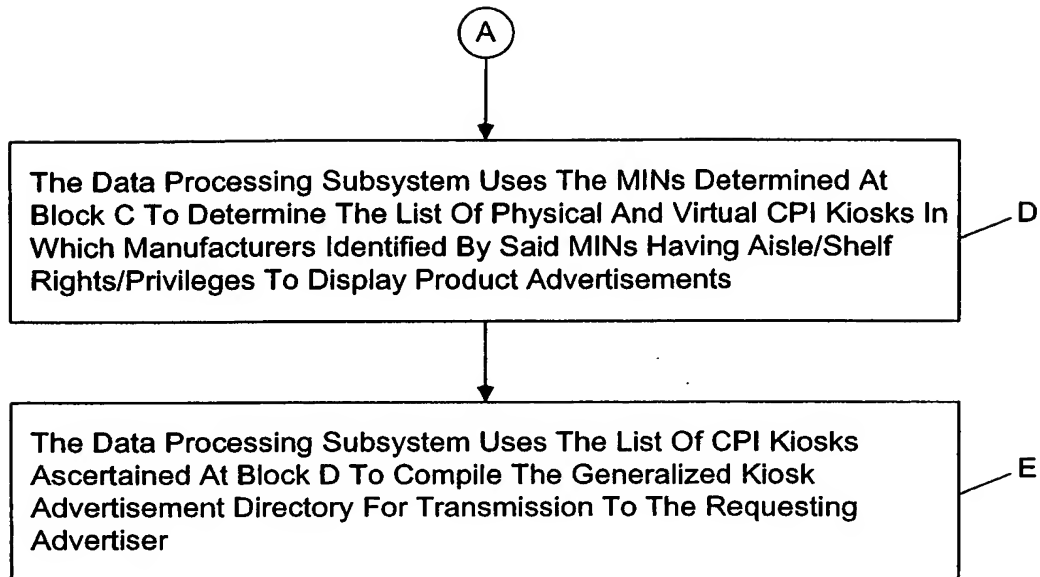


FIG. 34B

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Modes of Information Service in the Consumer Product Promotion Marketing,
Programming, Management and Delivery Subsystem (503)

Promoters

- Registration Of Promoter/Creation Of Promotion Account
 - Log-In By Promoter
 - Display Kiosk Promotional Directory Identifying CPI Kiosks On Which The Promoter Is Authorized To Display Promotion On Consumer Products
 - Display Kiosks On Which The Promoter Is Authorized To Display Promotions On A Particular Brand Or Brands Of Consumer Products
 - Register Kiosk Promotions Campaign To Be Displayed On A Retailer-Authorized Subnetwork Of CPI Kiosks
 - Run And Display-Kiosk Promotion Campaign On Retailer-Authorized Subnetwork Of CPI Kiosk Subnetwork
 - Modify Instituted Kiosk Promotion Campaign
 - Monitor Kiosk Promotion Campaign
-

FIG. 35

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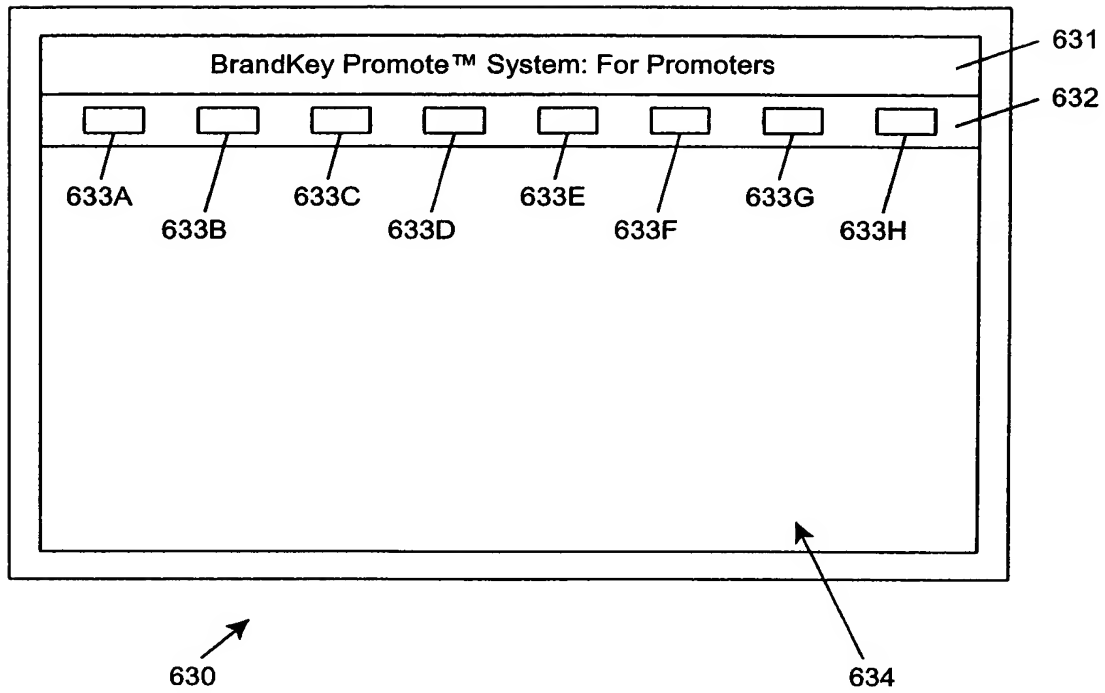


FIG. 36

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Data-Processing Method Applied During The Generation Of A
Kiosk Promotion Directory Identifying A Deployed Network Of
Physical And Virtual Types Of Retailer-Based CPI Kiosks On
Which Particular Promoters And Promotional Agents Are Authorized
By Retailers To Display Product Promotions In Accordance With
The Principles Of The Present Invention

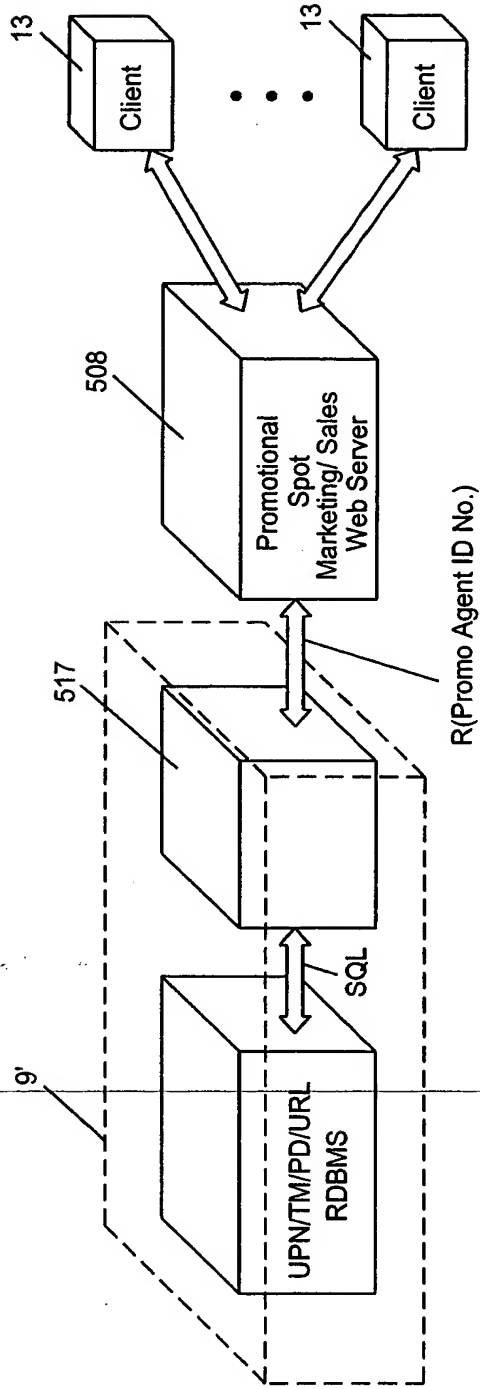


FIG. 37

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Data Processing Method For Generating A General Kiosk
Promotion Directory Which Includes Only (Physical And
Virtual) Kiosks On Which The Registered Promoter Is
Authorized By Retailers To Place Promo Spot Orders
For Execution And Display

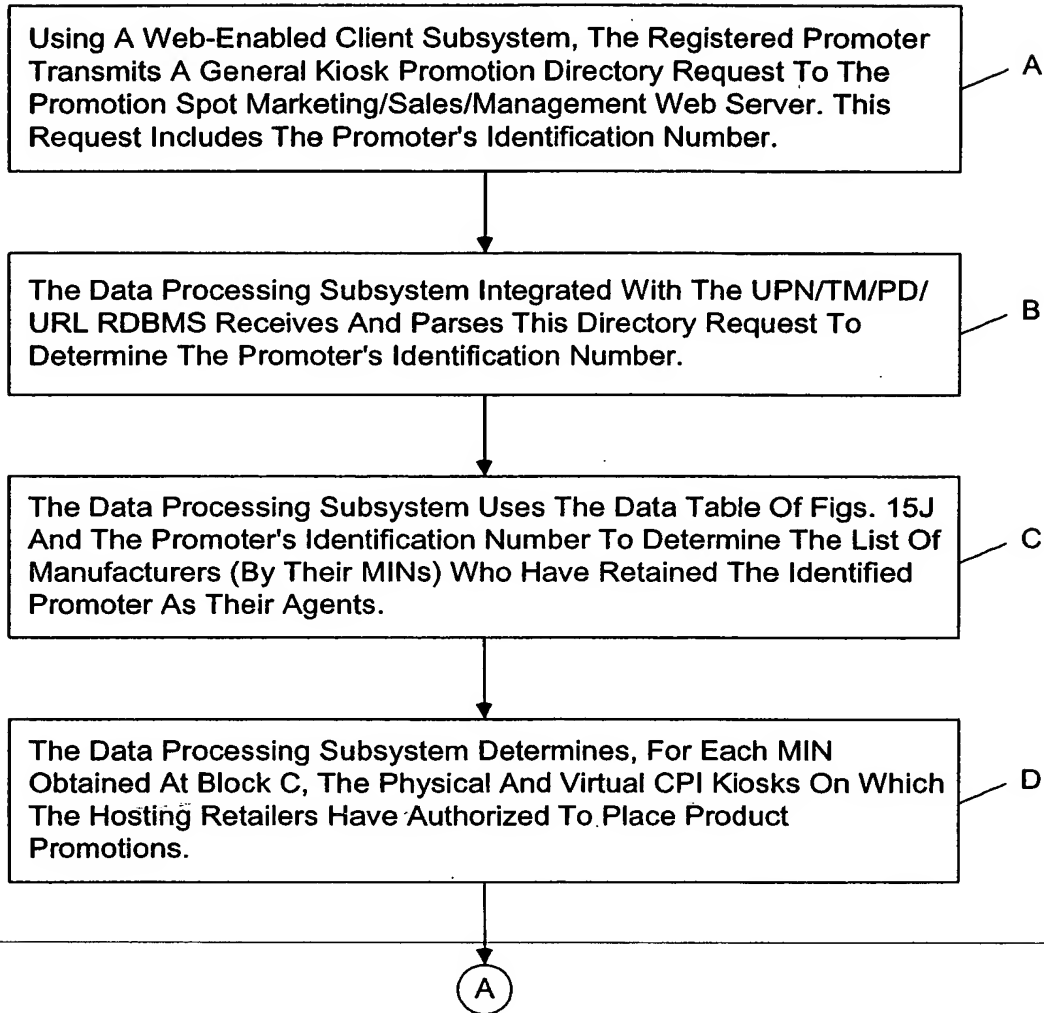


FIG. 38A

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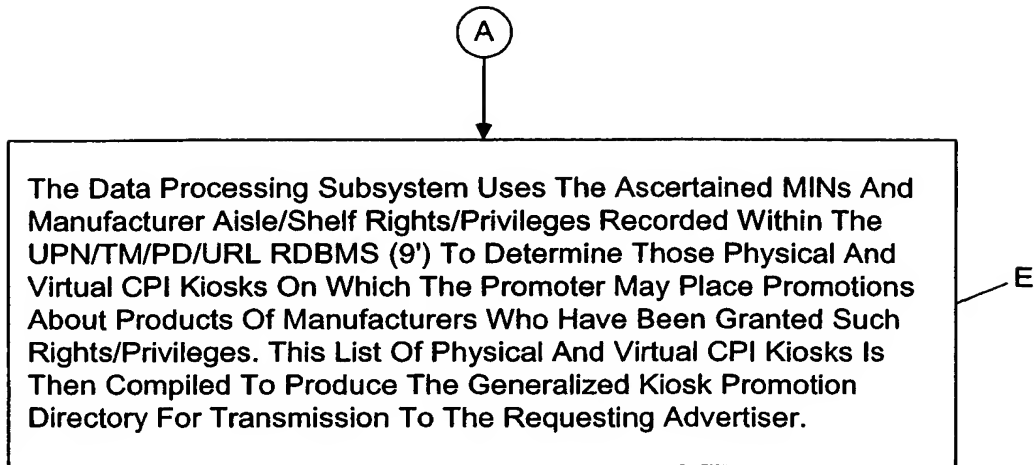


FIG. 38B

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Data-Processing Method Applied During The Generation Of A
Kiosk Promotion Directory Identifying A Deployed Network Of
Physical And Virtual Types Of Retailer-Based CPI Kiosks On
Which A Particular Promoter Or Promotional Agent Is Authorized
By Kiosk-Hosting Retailers To Display Product Promotions
Regarding A Particular Brand Of UPN-Indexed Consumer Product
In Accordance With The Principles Of The Present Invention

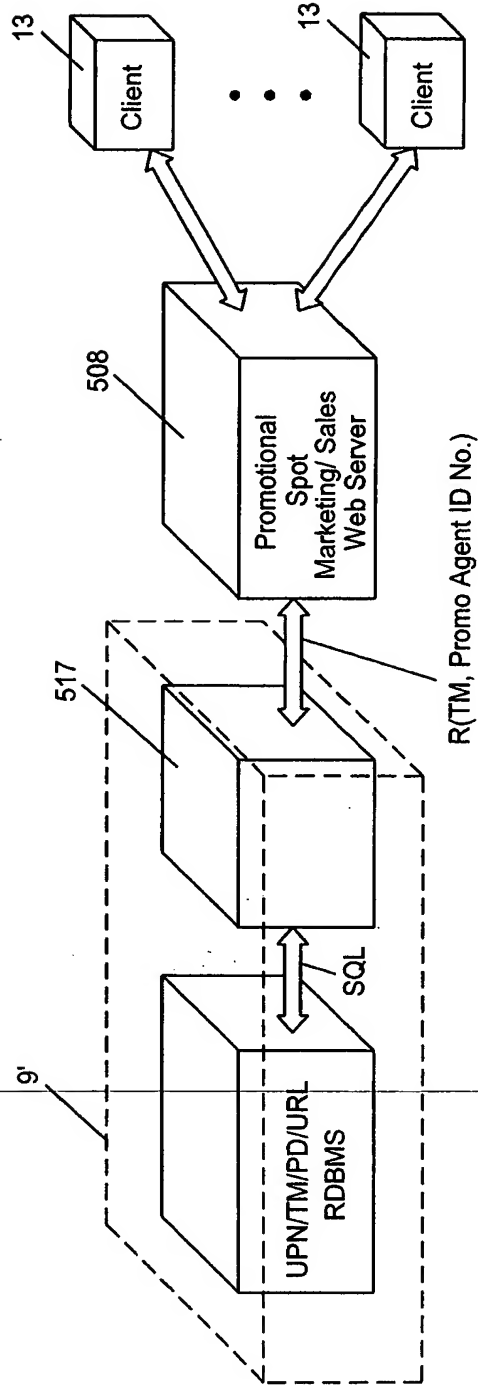


FIG. 39

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Data Processing Method For Generating A Brand Kiosk
Promotion Directory Which Includes Only (Physical And
Virtual) Kiosks On Which The Registered Promoter Is
Authorized By Retailers To Place Promotion Spot Orders For
Execution And Display

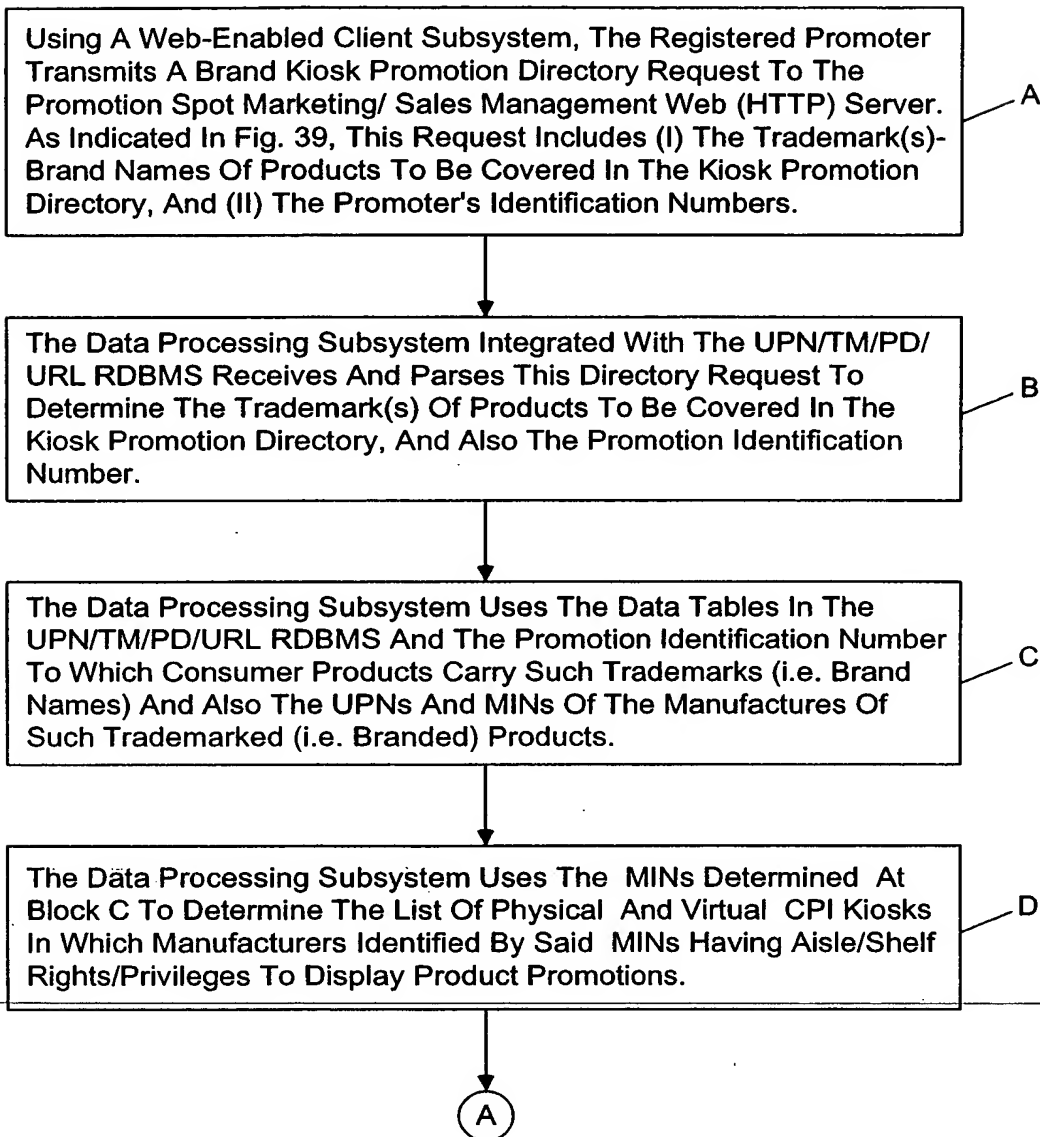


FIG. 40A

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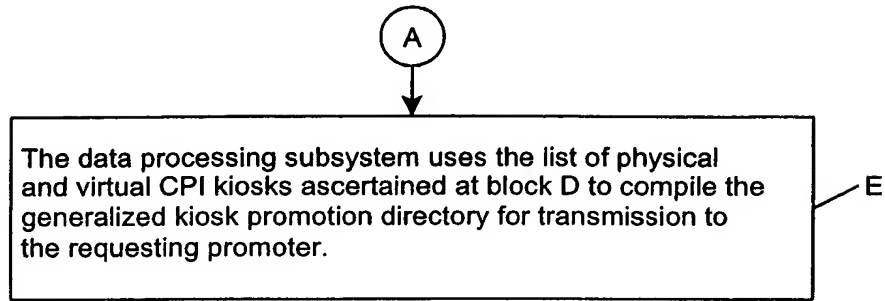


FIG. 40B

Physical Multi-Mode (CPI) Kiosk

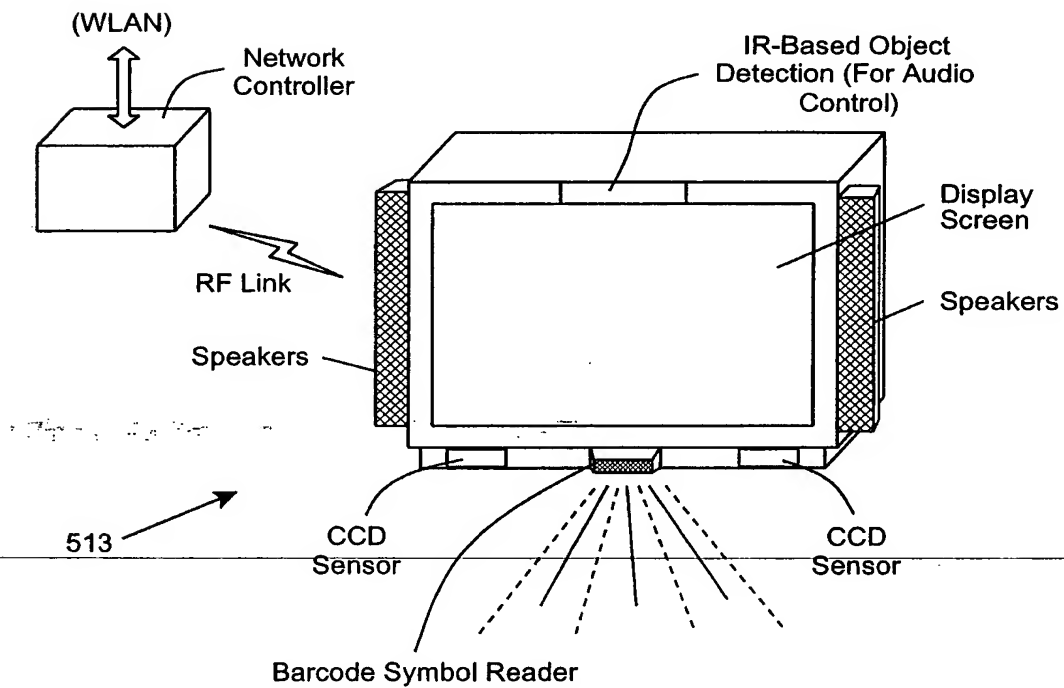


FIG. 41

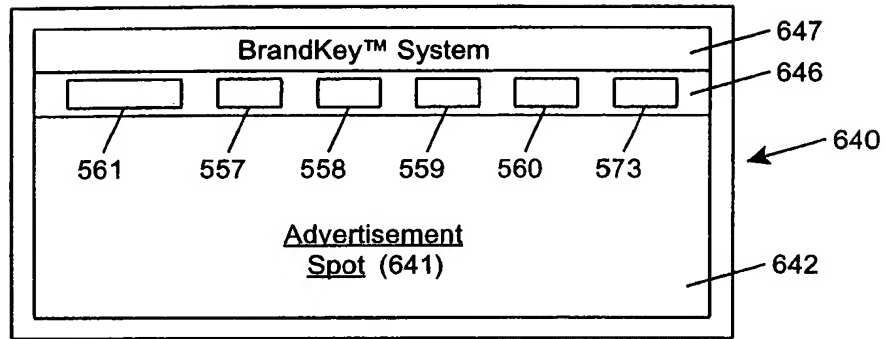


FIG. 42A

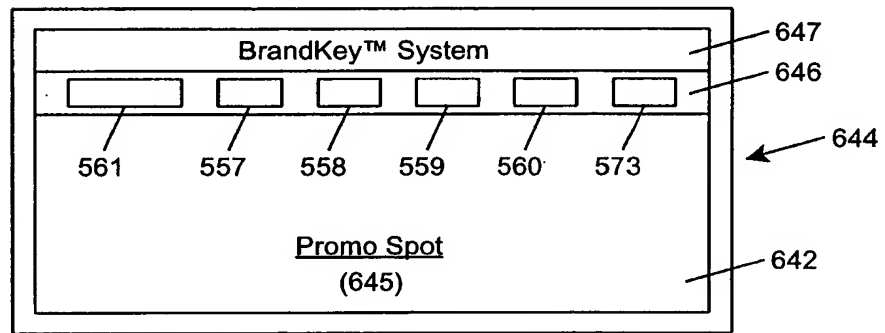


FIG. 42B

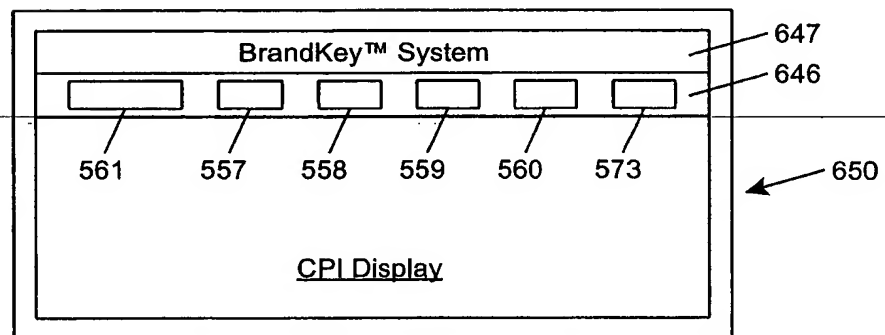
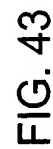


FIG. 42C

BrandKey Create™, BrandKey Display™, BrandKey Promote™, BrandKey Request™ Subsystems (501, 502, 503, 504)



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Version 4.3

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FIG 44A1

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2

Brandkey
systems

FIG. 44A2

The Dilemma in Today's E-Commerce
Brand Marketing Communications Environment

FIG. 44A3

Every day, consumers search
for products and services that
will satisfy their needs and
desires.

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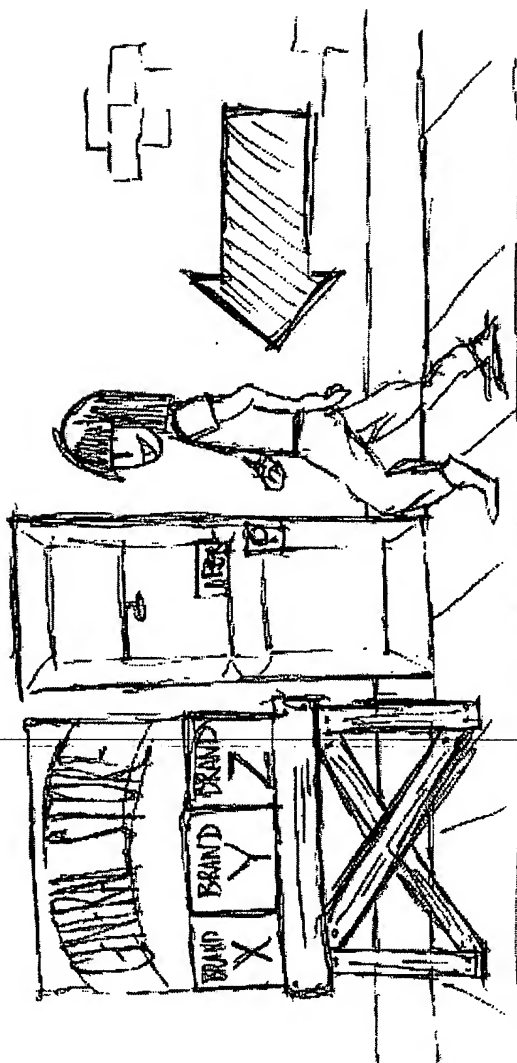


FIG. 44B1

During the search, they are confronted with decisions about which brand of a products or services they should purchase.

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5

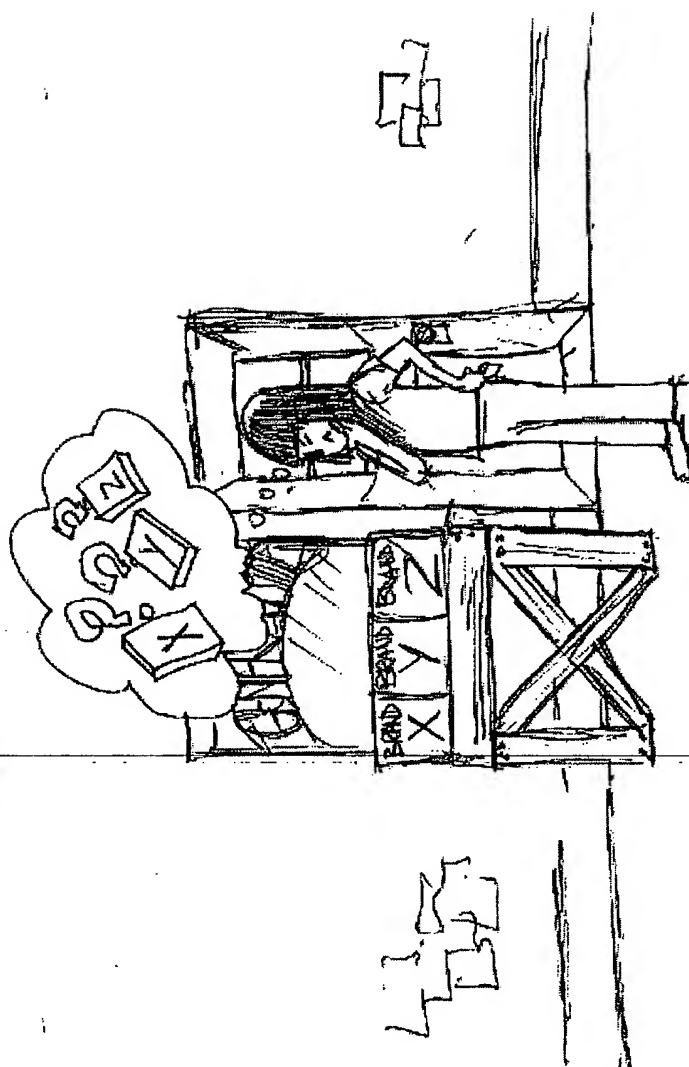
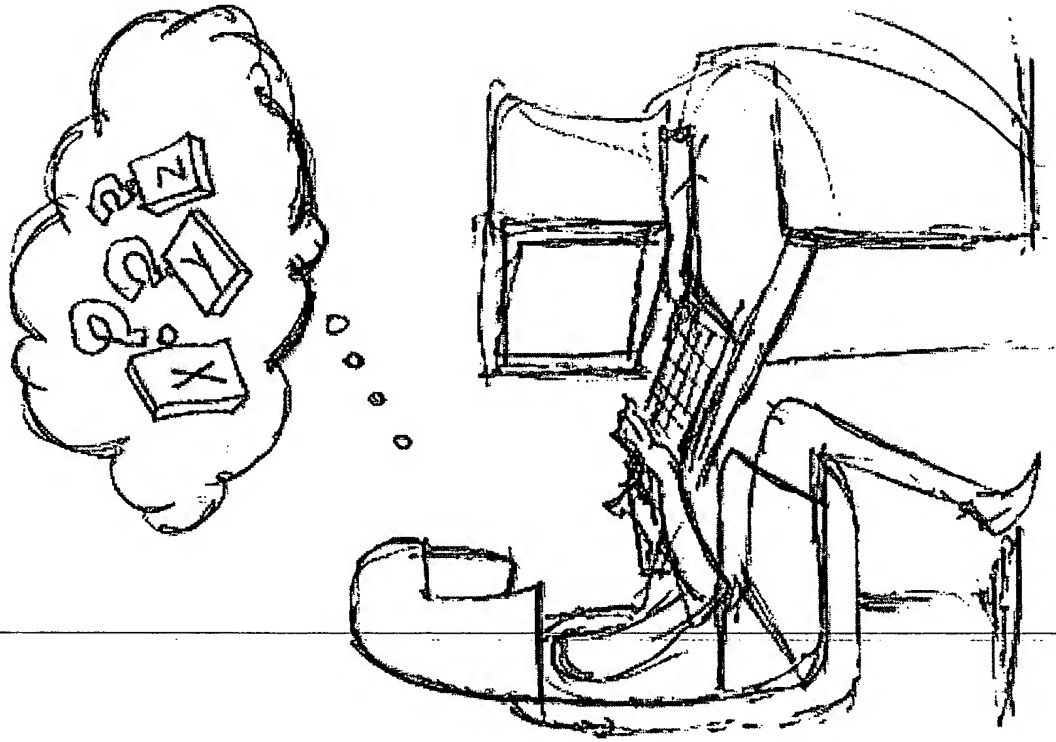


FIG. 44B2



Although shopping online eliminates the need for people to travel from store to store, the Internet hasn't made buying decisions any easier for the consumer.

If anything, it is harder for consumers who don't already know which brand they want to purchase.

One reason is that online, products are not physically available to consumers to experience

Thus creates an increased demand for brand-related information prior to purchase decisions.

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FIG. 44C1

eCommerce sites typically bombard consumers with every possible brand of a product or service they can purchase.

(insert screen shot of eCommerce site crowded with brands)

But when consumers search for information that will help them sift through all of this information and decide which brand to buy, **useful brand building information is not available.**

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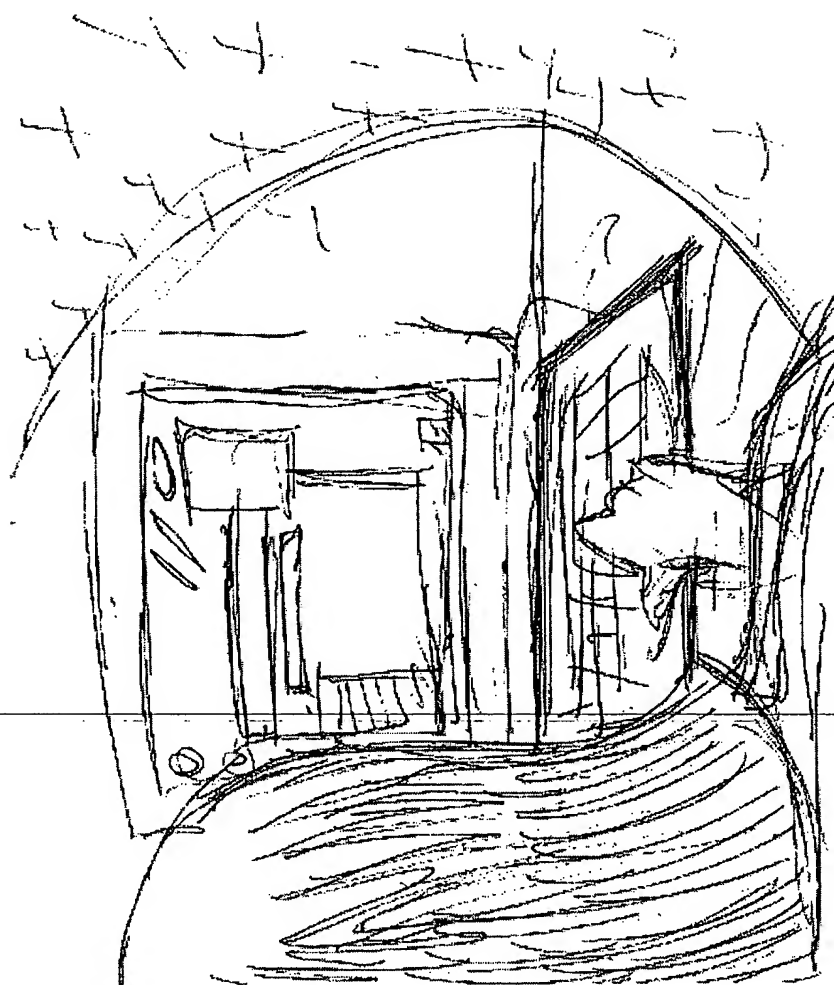


FIG. 44C2

131/1040

8

Brand building information
intended to inform and entice the
consumer is often scattered
throughout the World Wide Web.

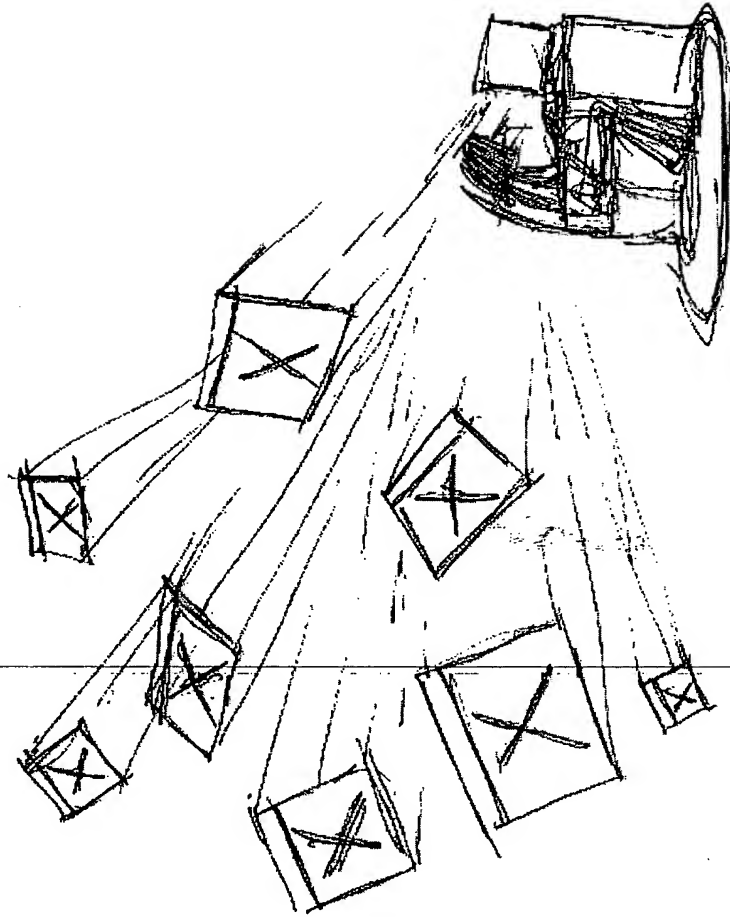
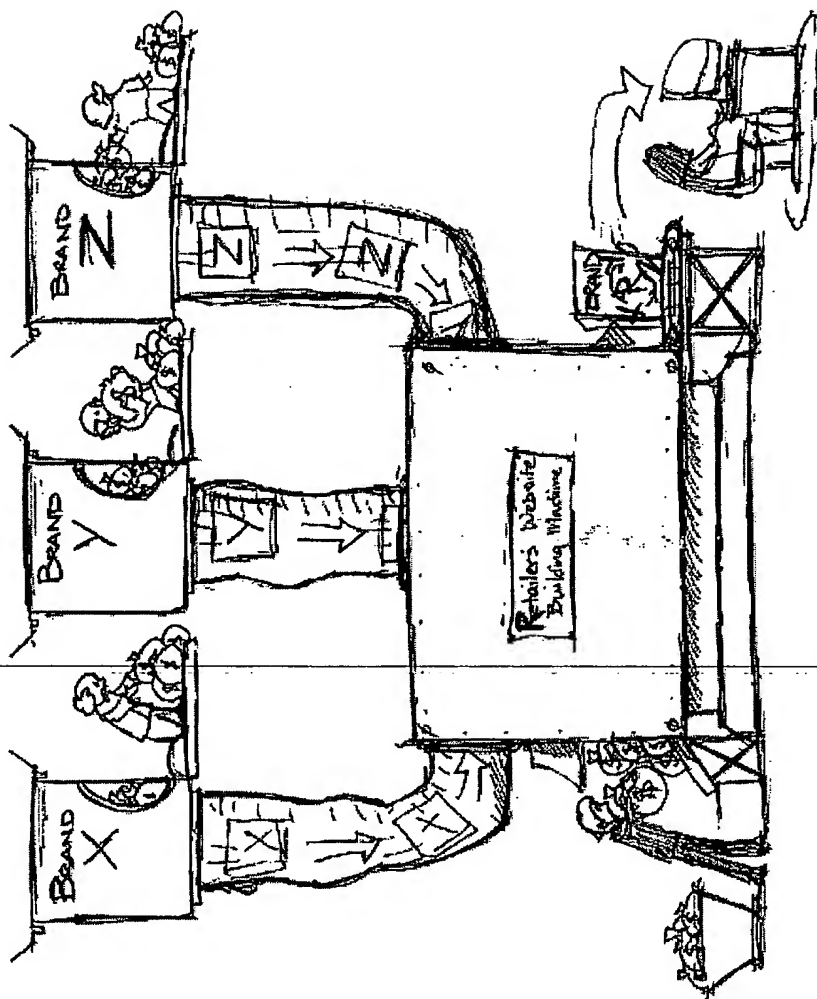


FIG. 44C3

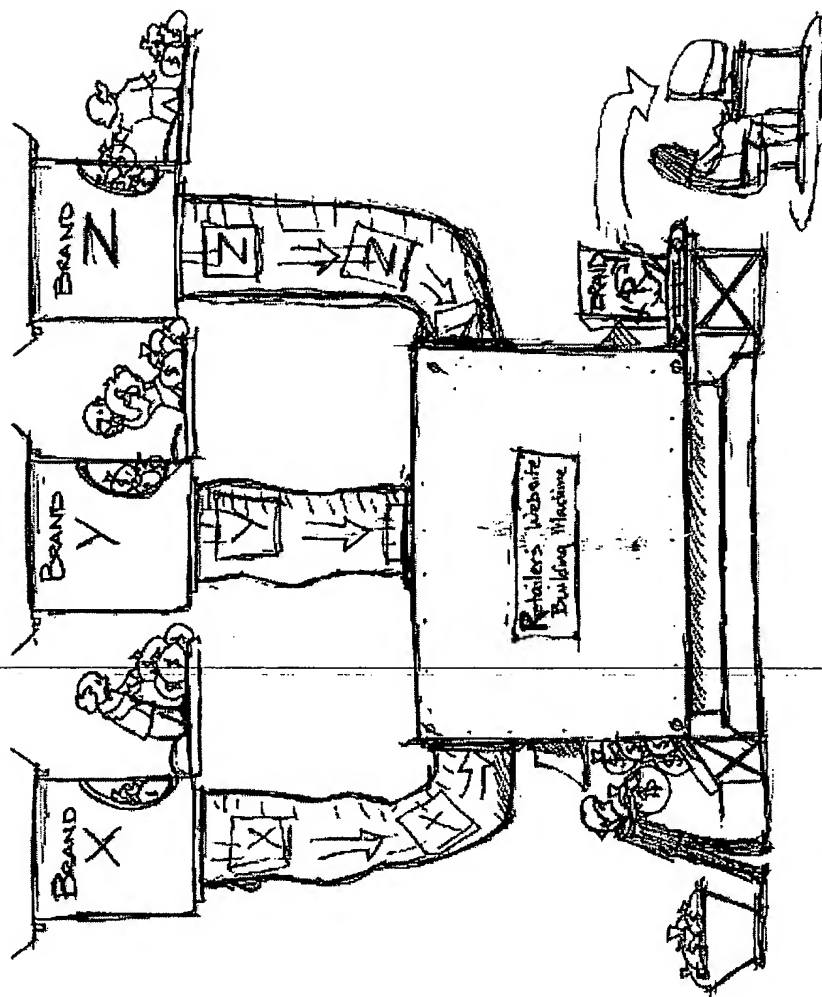


Consumers typically shop for Brands through eCommerce sites rather than directly from the Vendor. These sites usually decide the arrangement and placement of brand information a consumer will encounter on the site.

At best, the consumer gets only product features -- a one-dimensional view of the brand that does little to build an attachment in the mind of the consumer.

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FIG. 44 D1



With so many brands being funneled through one site in this limited way, not only do brands begin to blur together in the consumer's mind, but the brands compete with the e-tailer's own brand image as well.

103/1046

FIG. 44D2

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When the consumer is trying to make a buying decision, **valuable brand building information** is unavailable at strategic places such as the Checkout Process.

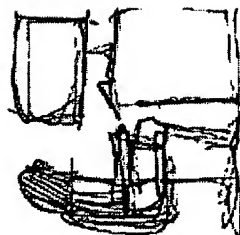
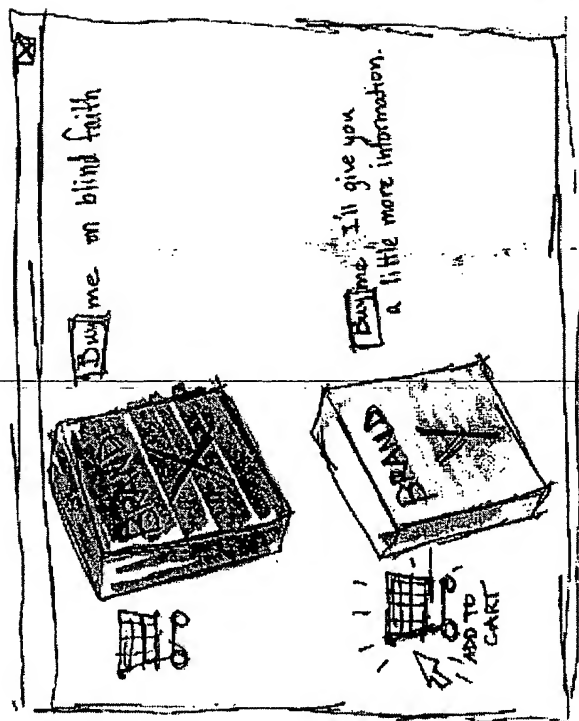


FIG. 44D3

Too often, this lack of valuable brand building information leads to abandoned shopping carts while consumers wander the Internet search for the decision-making brand information.

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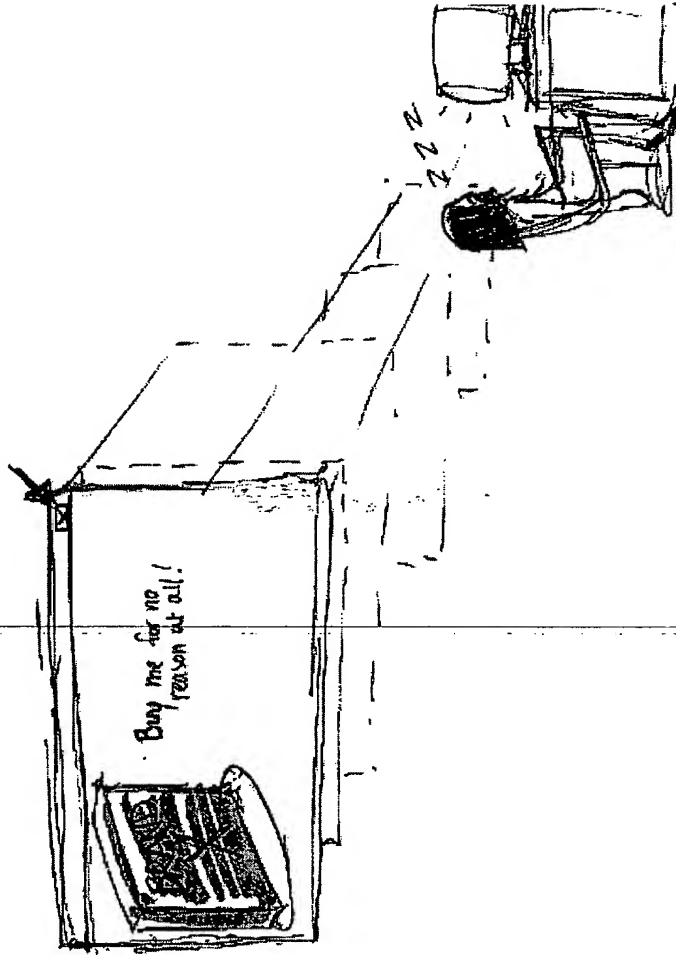


FIG. 44 D4

Consumers may even find a brand's own Website difficult to navigate when they need to quickly locate promotional and other desired **information**.

186,104C

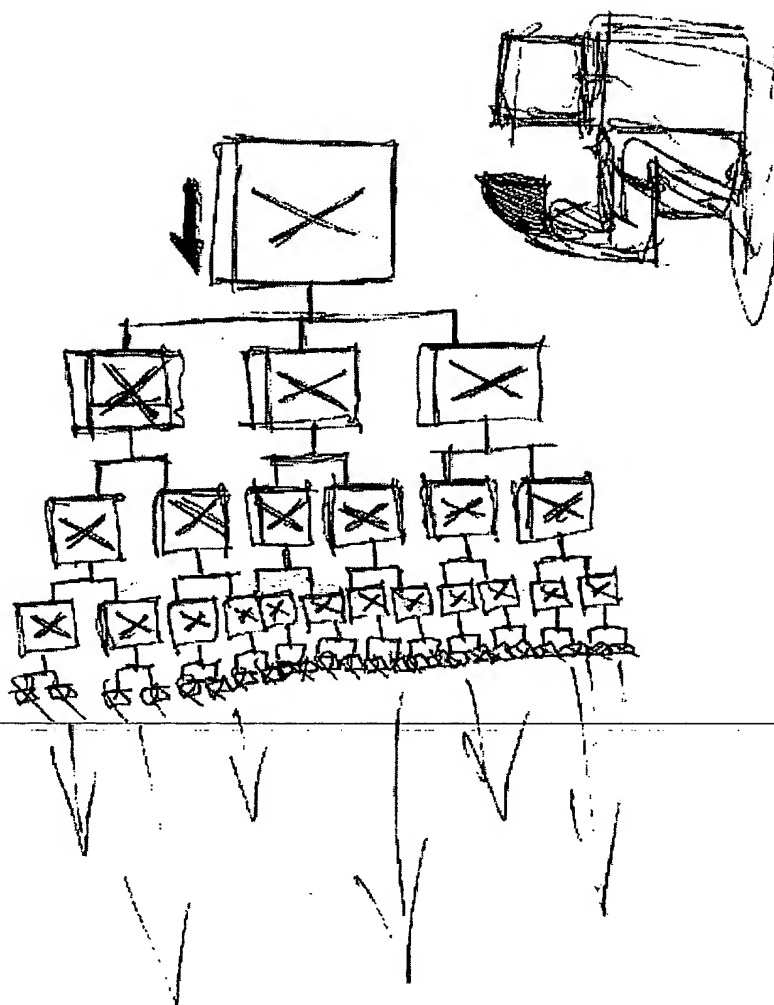


FIG. 44D5

The current methods which
brand managers use to
communicate **brand building**
information on the Web are
also not reaching the
consumer.



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Brand managers currently use banner and pop-up ads and promos. These rarely succeed in building accurate brand images in the minds of consumers ...

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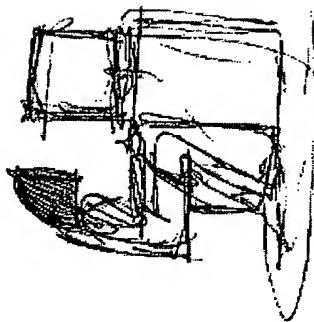
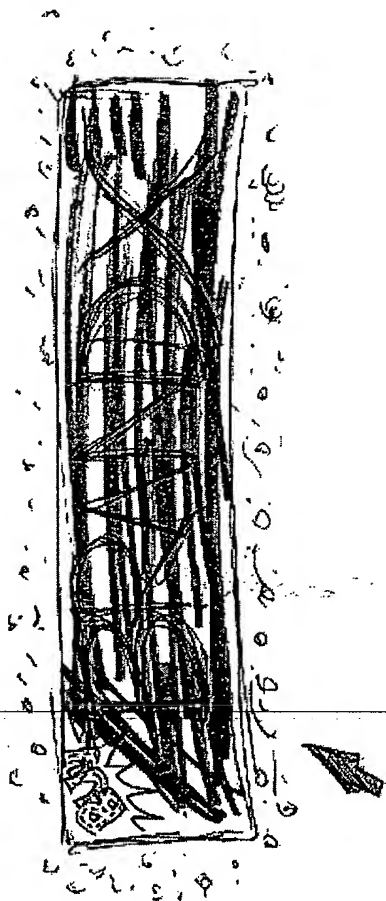
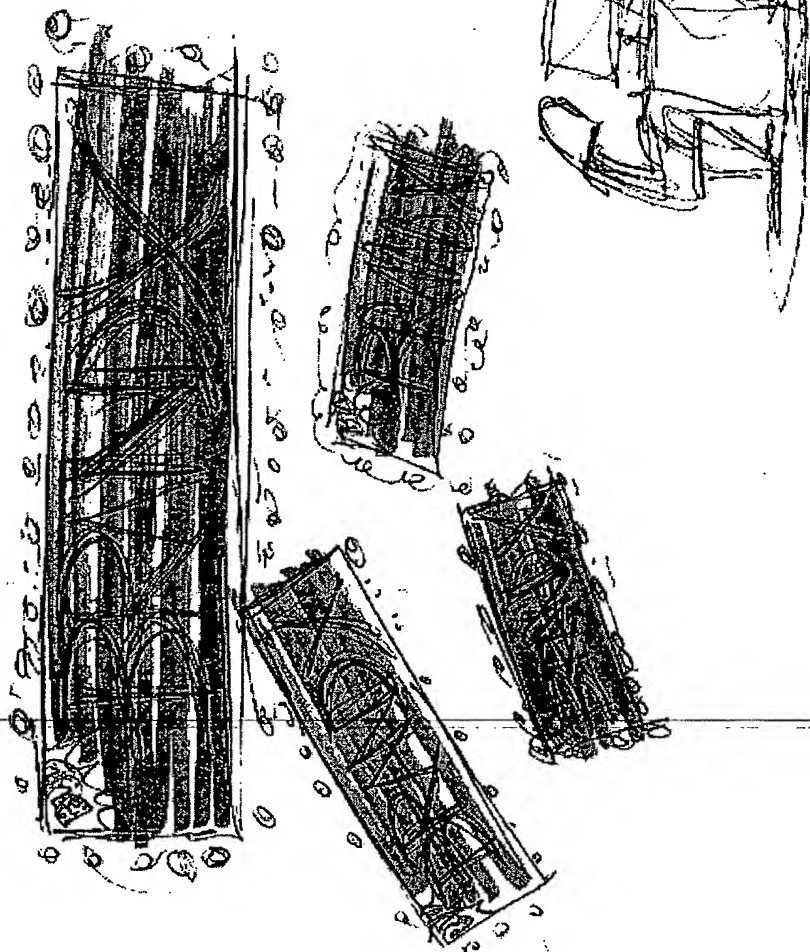


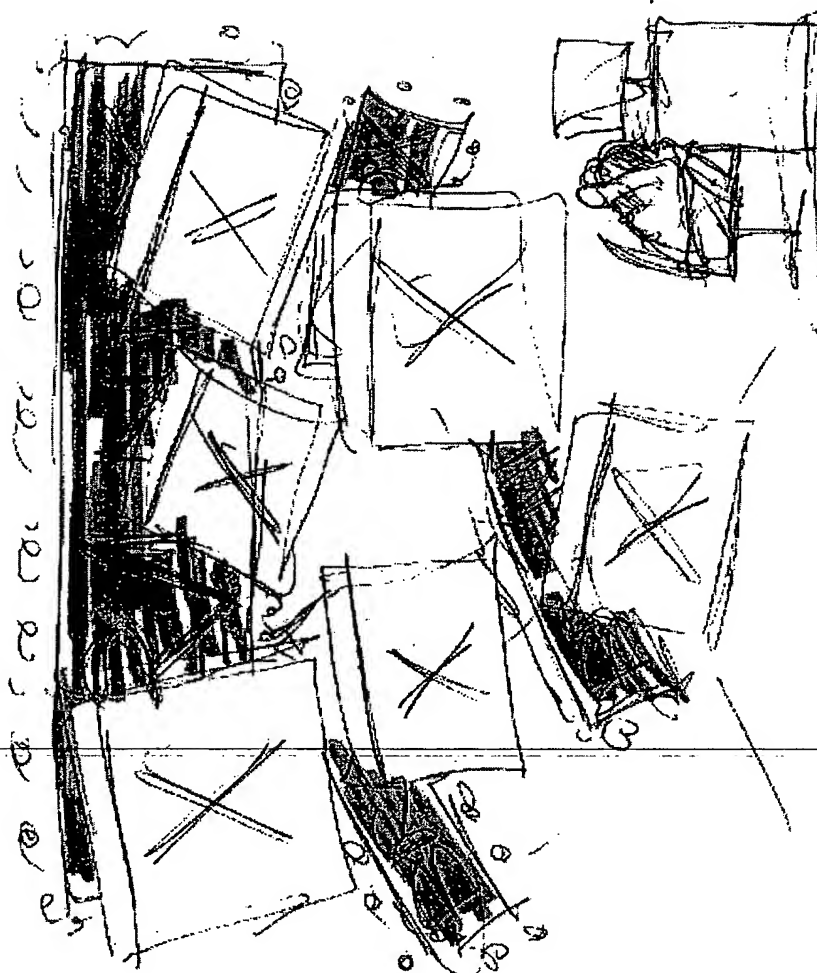
FIG. 44E2



Brand managers currently
favor banner and pop-up ads
and promos. These ads
rarely succeed in building
accurate brand images in
the minds of consumers, or
foster purchase intent ...

189/10A6

FIG. 44E3



...because they create a war-
like atmosphere on the
consumer's desktop with Brand
Managers and Advertising and
Promotional Agents all battling
for the consumer's attention and
valuable screen space.

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FIG. 44E4

The battle has intensified recently after ads and promos began using technology that makes it harder for consumer to turn them off.

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FIG. 44E5

These online ads and promos
have alienated consumers
from the brands they
represent, and from the entire
Internet experience.

(Stats/ study referenced here)

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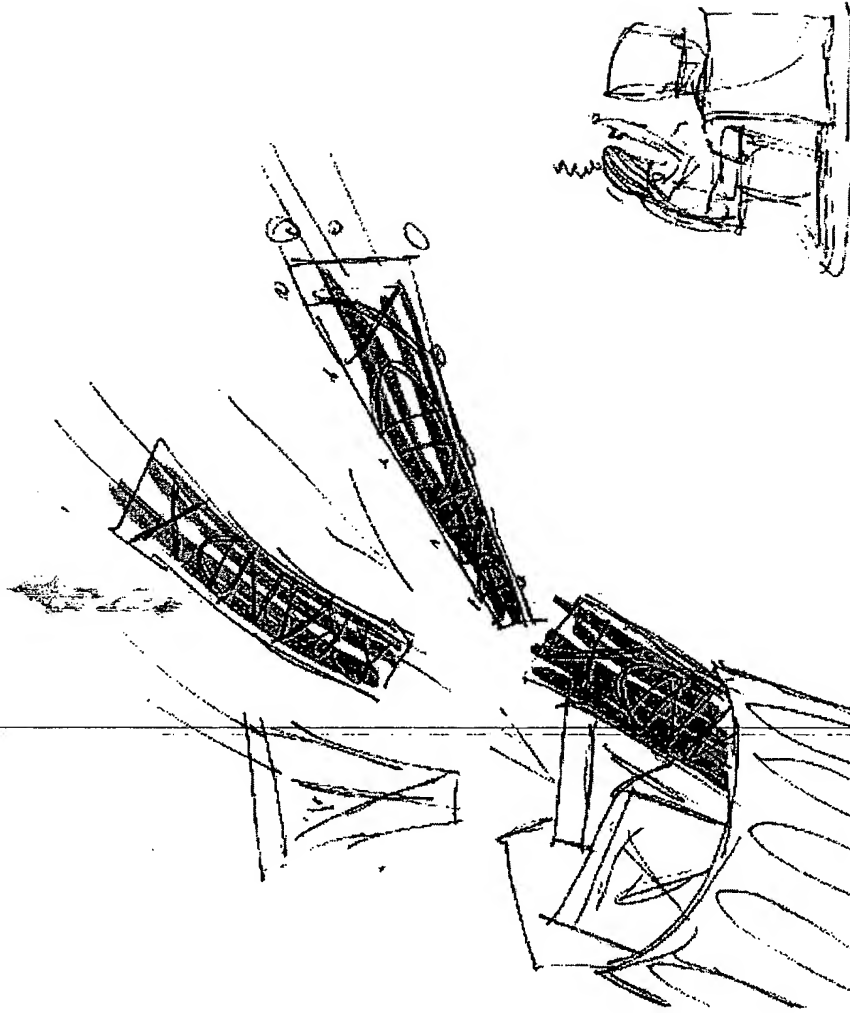


FIG. 44E6

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Ultimately, consumers fail to form the brand image intended by the brand management team.

Sometimes, consumers may even form radically different impressions of the brand in their minds.

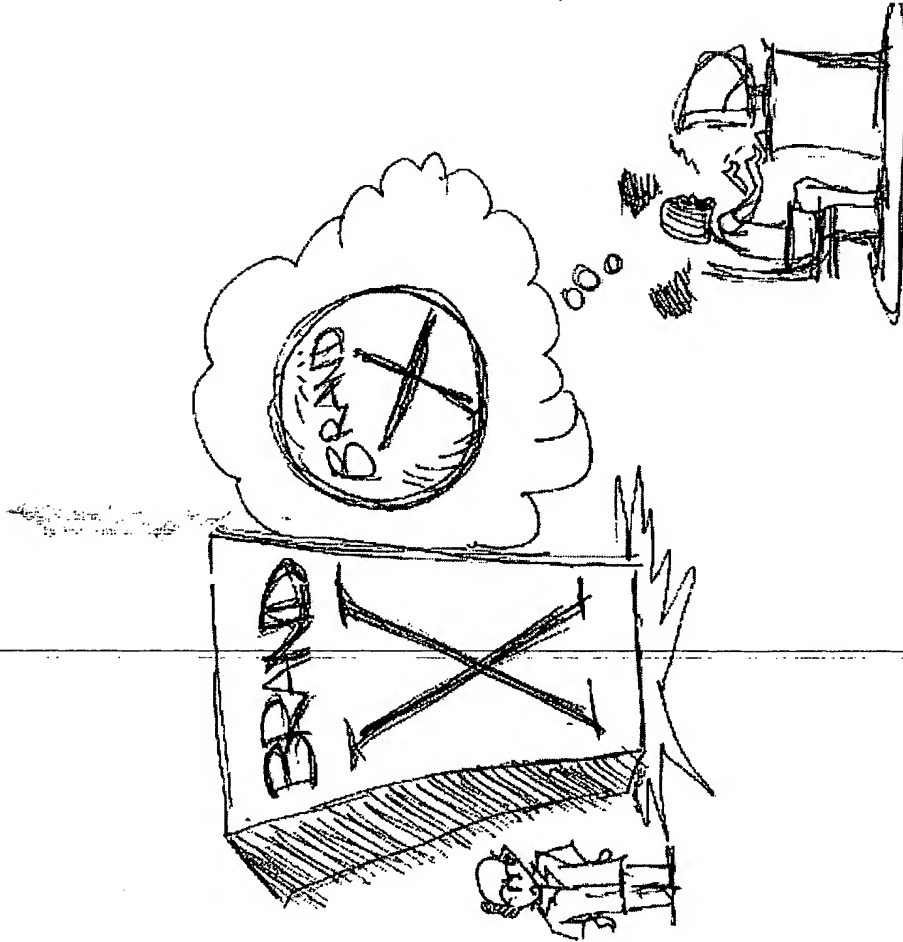


FIG. 44E7

And when a brand's image deteriorates in the mind of the consumer, it can lead to reduced levels of customer patronage and retention and have consequences throughout the supply chain.

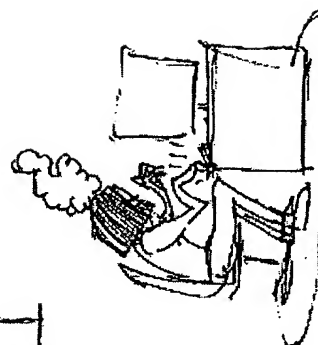
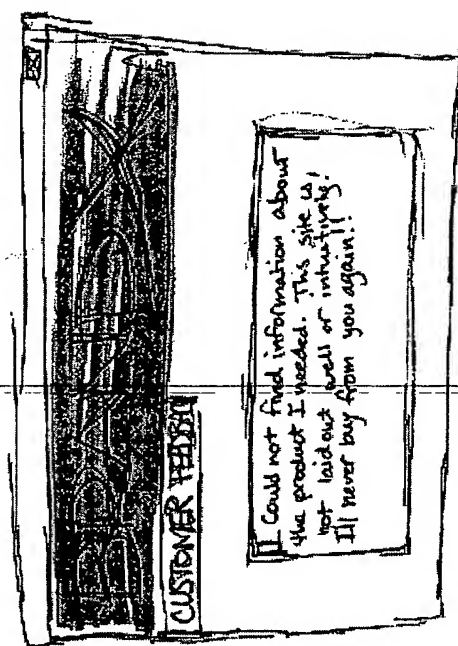


FIG. 44F1

Premium prices
cannot be charged
for brands that do
not create strong
consumer value.

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22

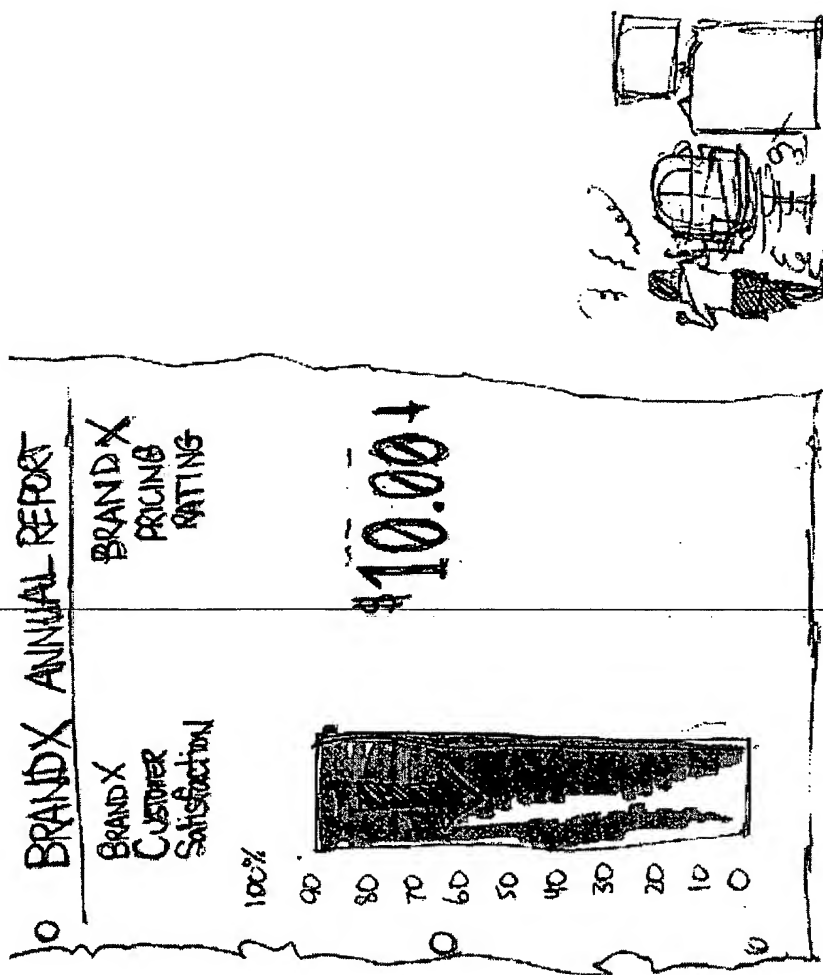


FIG. 44F2

Distribution and trading partners are less likely to promote brands which have weakened in the marketplace.

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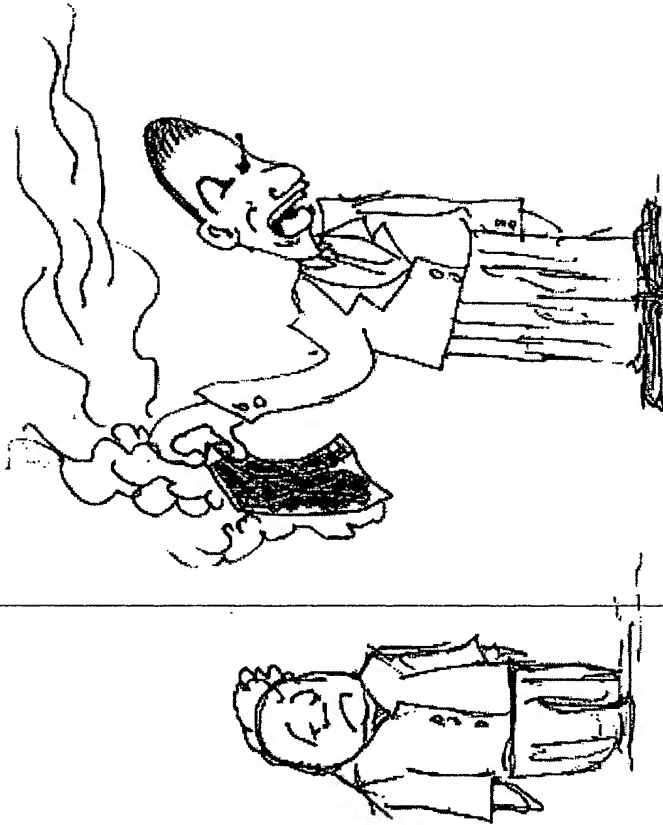
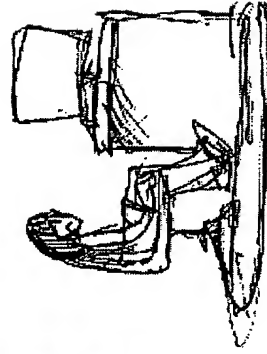
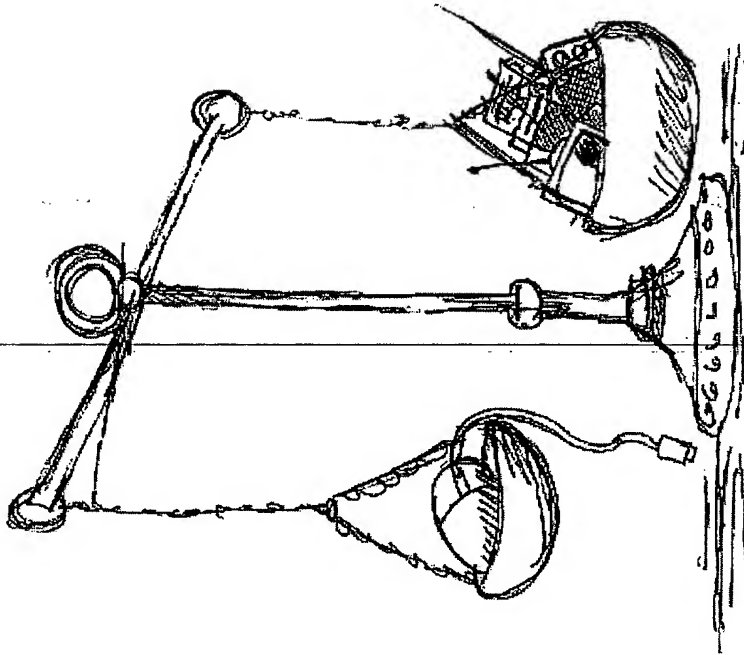


FIG. 44F3

197/1046

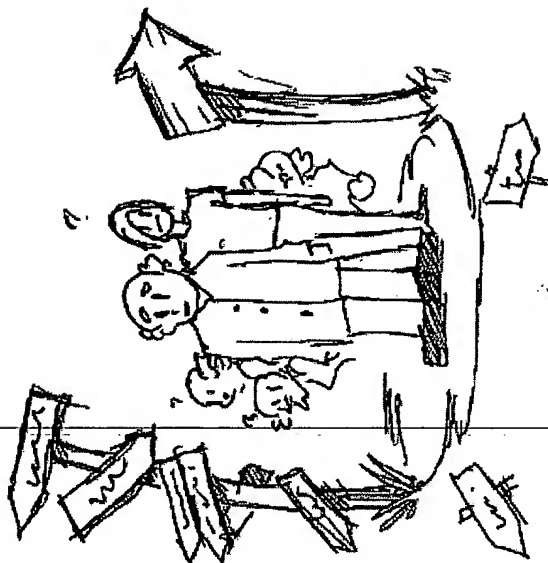
The burden of brand marketing communications remains with traditional media tools such as television, radio, and print...

... and brand managers do not leverage the tremendous potential of the Internet to interact with consumers and build their brands and thus their businesses.



Despite so many frustrating
and annoying online
shopping experiences,
consumers still want to shop
online. (stat/study reference)

But they want changes in the e-
commerce marketplace.

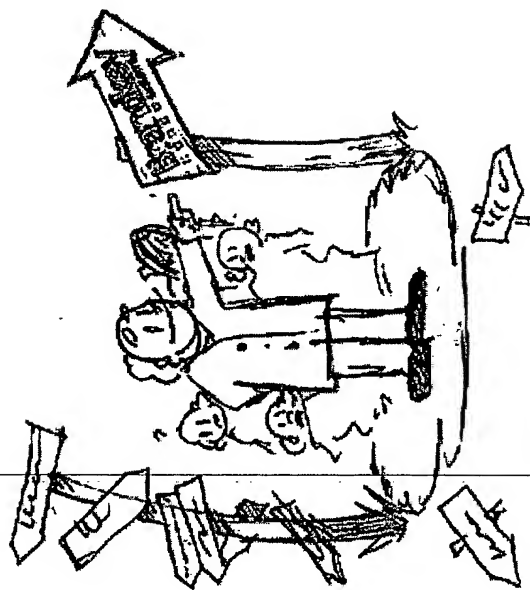


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FIG. 44 G1

If brand managers hope to attract new customers and build stronger brands online, they need to communicate differently with consumers online, and lead the industry in a new direction.

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Brand managers need a new,
far more efficient and effective
way of delivering their brand
building information to the
consumer.

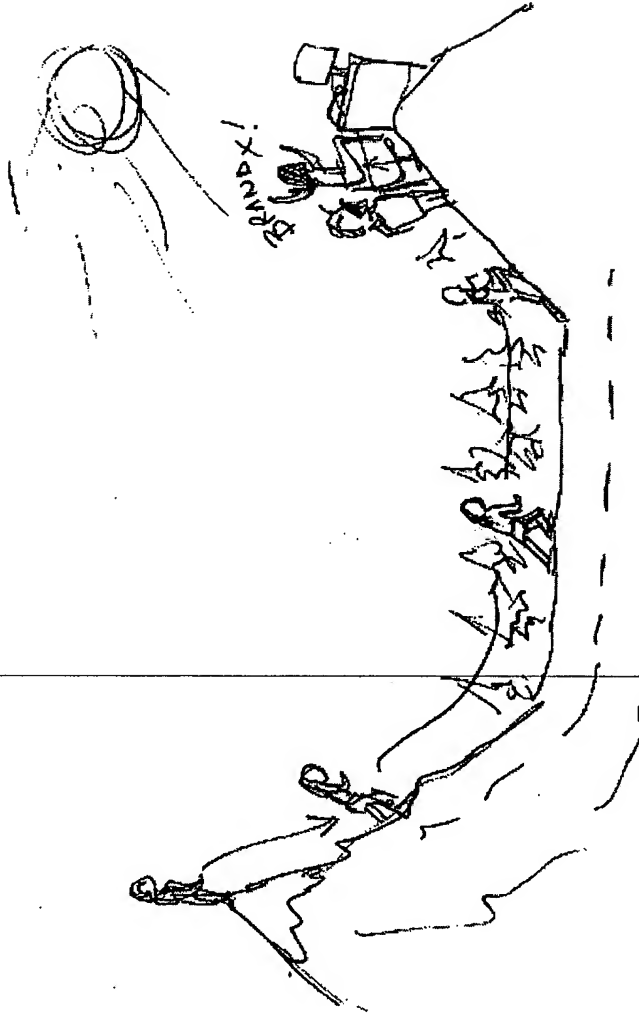


FIG. 44G3

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The Brandkey™ Solution

FIG. 44H1

Brandkey
systems

Brandkey Systems™ has
developed a revolutionary
Internet-based Network which
solves the online communication
problems experienced by brand
marketing leaders.

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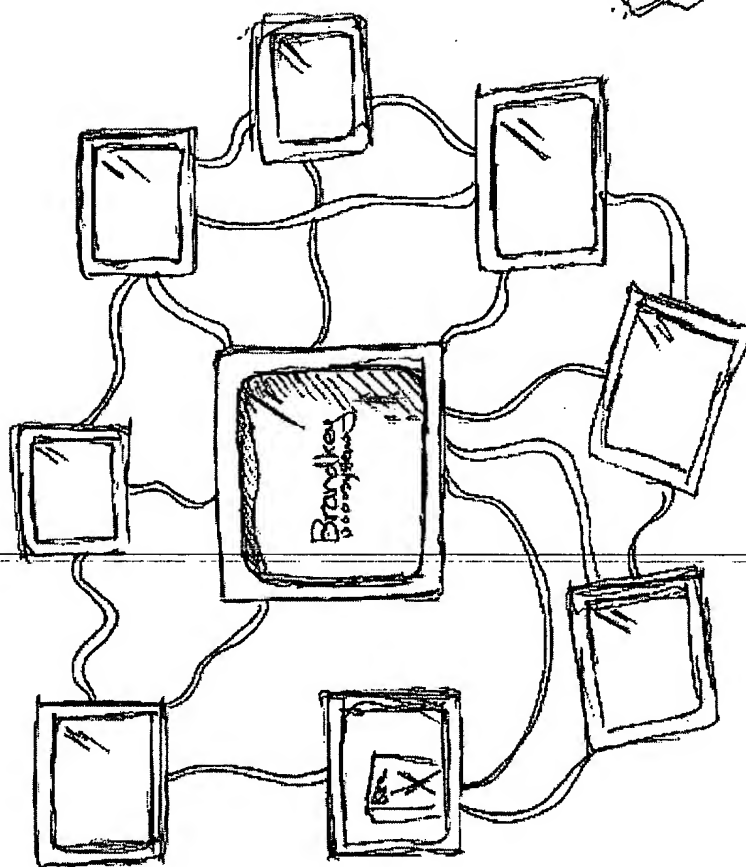
FIG. 44 HZ



Brandkey Systems™ has developed a revolutionary Internet-based network which solves the online communication problems experienced by brand marketing leaders.

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FIG. 44 H3



Brand Management Teams
communicate brand information and
messages directly to the consumer
through Brandkey's Multi-Mode "Virtual
Kiosks" ...

... that consumers can access whenever
- and wherever - they happen to be on
the Web.

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Brandkey Systems™
Multi-Mode Virtual Kiosks
allow brand managers to
quickly communicate a
multi-dimensional
picture of a brand to the
consumer through three
programmable display
modes:

- (1) Advertising Display
Mode
- (2) Promotional Display
Mode
- (3) Brand information
Network Display Mode

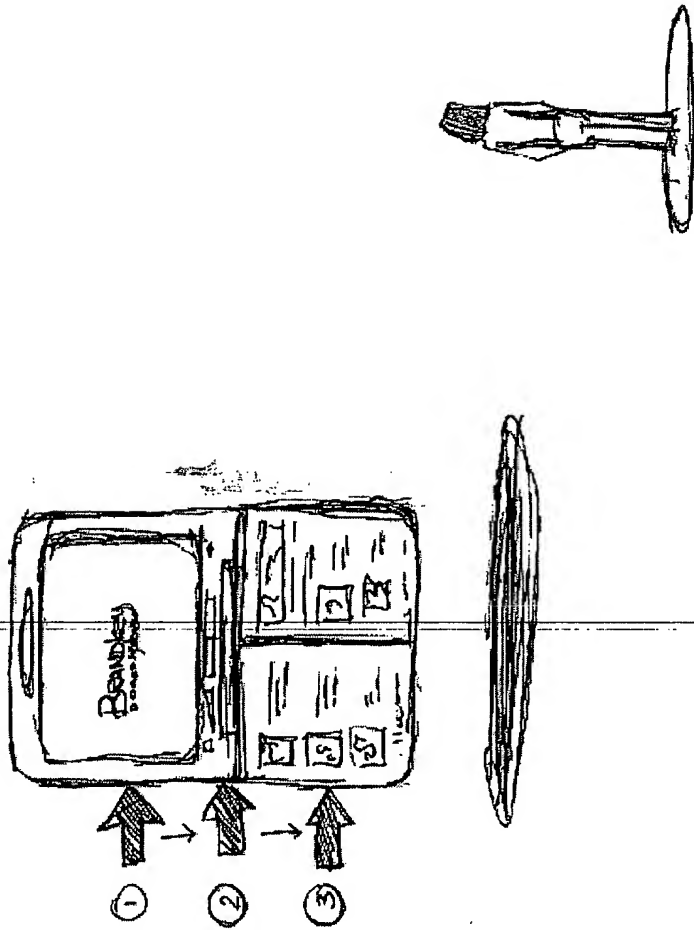
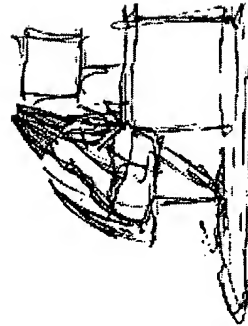
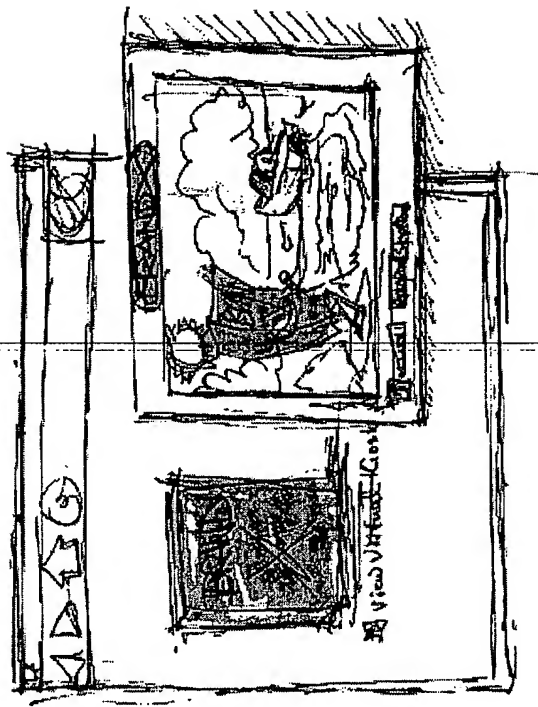


FIG. 44I2



During the Advertisement Display Mode, the Virtual Kiosk displays advertising spots programmed by the brand management team or their agents **to build brand awareness.**

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FIG. 44 I 3



In the Promotional Display Mode, the Virtual Kiosk displays promo spots programmed by Brand Management Team and their agents to foster consumer purchase intent.

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FIG 44I4

In the final Brand Information Network Display Mode, the Virtual Kiosk displays a menu of brand-building information resource links which is designed to develop rich message associations that build the consumer's image of the brand that is consistent with brand marketing objectives

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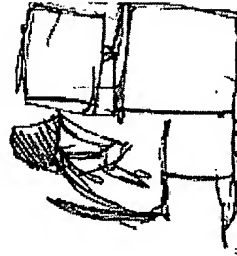
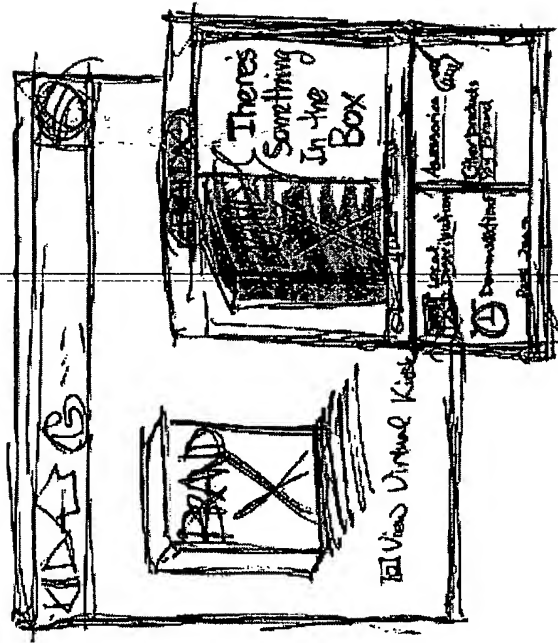


FIG 44I5

Consumers can access Brandkey
Systems Multi-Mode Virtual
Kiosks through:

- 1) **Desktop Computers**
- 2) WiFi-enabled Portable
Devices
- 3) Physical Retail Kiosks
- 4) ATMs
- 5) Interactive Television Sets
- 6) PDAs and Cell Phones



FIG. 44J1

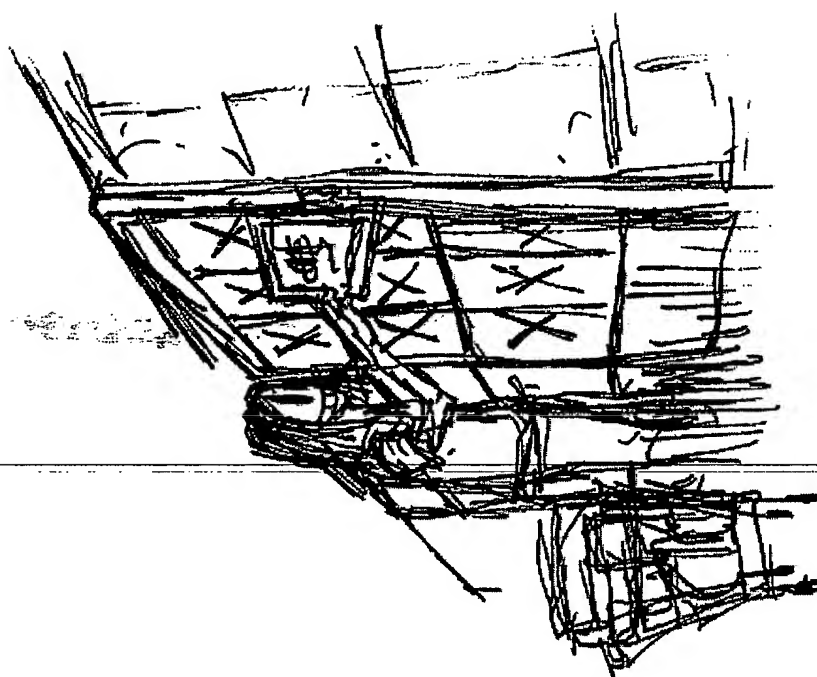
209/1046

Consumers can access Brandkey
Systems Multi-Mode Virtual
Kiosks through:

- 1) Desktop Computers
- 2) **WiFi-enabled Portable
Devices**
- 3) Physical Retail Kiosks
- 4) ATMs
- 5) Interactive Television Sets
- 6) PDAs and Cell Phones



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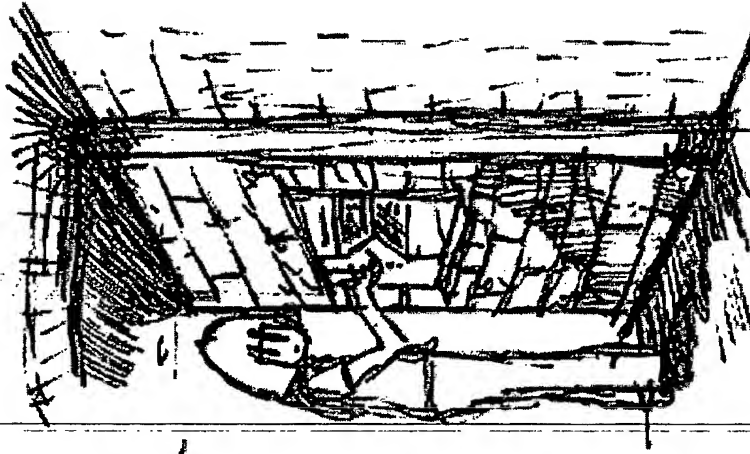


Consumers can access Brandkey
Systems Multi-Mode Virtual
Kiosks through:

- 1) Desktop Computers
- 2) WiFi-enabled Portable
Devices
- 3) **A retail store's physical
kiosks**
- 4) ATMs
- 5) Interactive Television Sets
- 6) PDAs and Cell Phones

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FIG. 44J3



Consumers can access Brandkey
Systems Multi-Mode Virtual
Kiosks through:

- 1) Desktop Computers
- 2) WiFi-enabled Portable
Devices
- 3) Physical Retail Kiosks
- 4) **ATMs**
- 5) Interactive Television Sets
- 6) PDAs and Cell Phones

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FIG. 44J4

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Consumers can access Brandkey Systems
Multi-Mode Virtual Kiosks through :

- 1) Desktop Computers
- 2) WiFi-enabled Portable Devices
- 3) Physical Retail Kiosks
- 4) ATMs
- 5) Interactive Television Sets
- 6) PDAs and Cell Phones

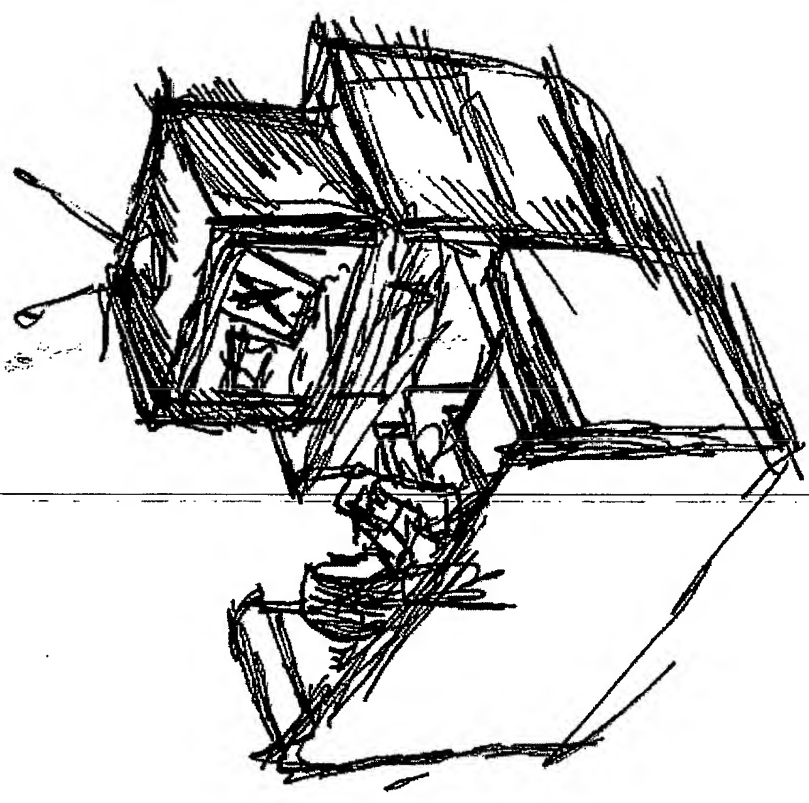


FIG. 44J5

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Consumers can access Brandkey Systems
Multi-Mode Virtual Kiosks through:

- 1) Desktop Computers
- 2) WiFi-enabled Portable Devices
- 3) Physical Retail Kiosks
- 4) ATMs
- 5) Interactive Television Sets
- 6) PDAs and Cell Phones



At each of these Consumer
Touchpoints, Brand
Management Teams have the
option of delivering their
Brands' Multi-Mode Virtual
Kiosks through a number of
different Launch
Environments....

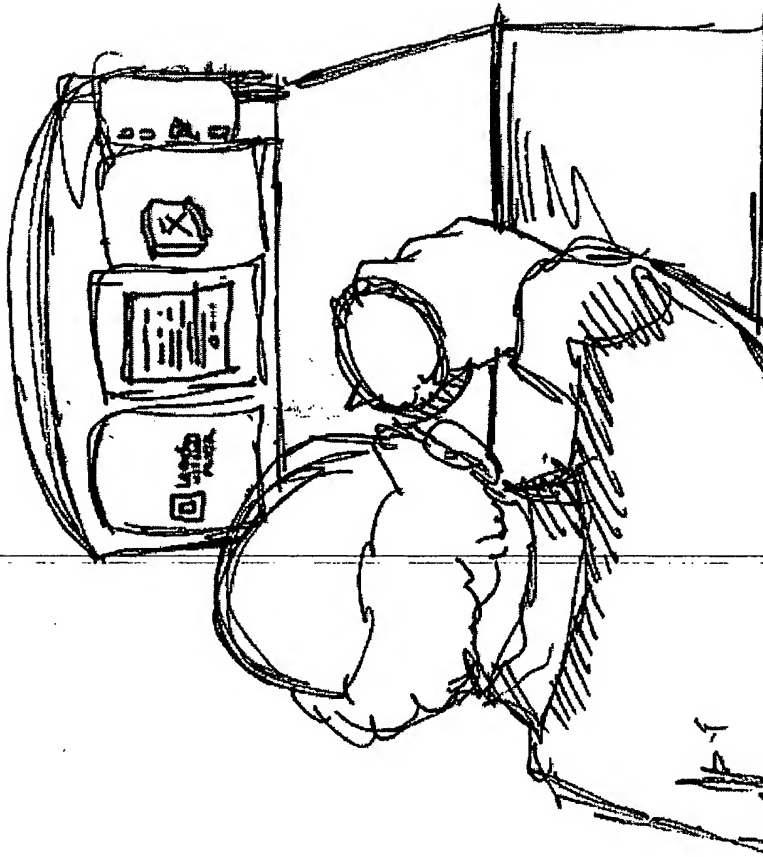


FIG. 44K

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Such Launch Environments
include:

- 1) **Brandkey Systems™
Virtual Kiosk Launch
Buttons**
- 2) **HTML-Encoded Documents**
- 3) **HTML-Encoded Images**
- 4) **HTML-Encoded Desktop
Icons**

These allow Brand
Management Teams to
extend their brand's reach
to a wider range of access
points on the Web.

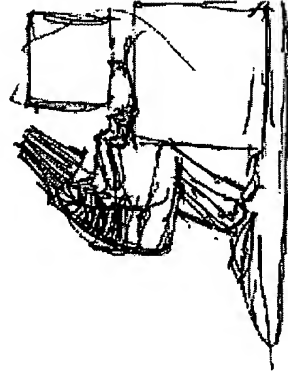
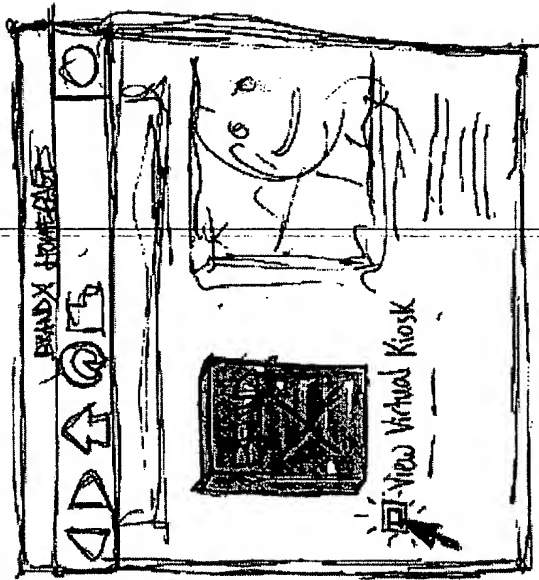
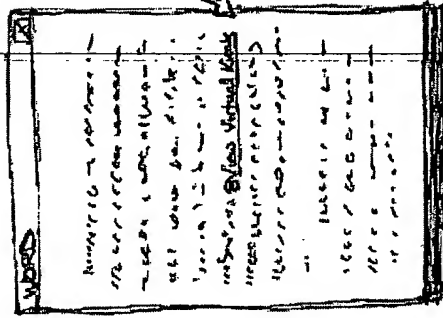
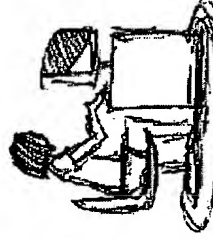


FIG. 44K2

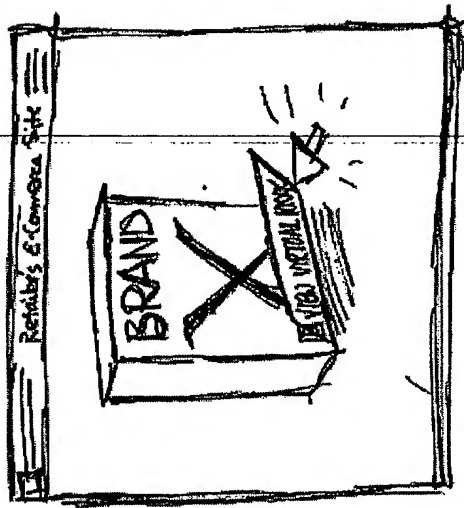
Such Launch Environments
include:

- 1) Brandkey Systems™ Virtual
Kiosk Launch Buttons
- 2) **HTML-Encoded
Documents**
- 3) **HTML-Encoded Images**
- 4) **HTML-Encoded Desktop
Icons**

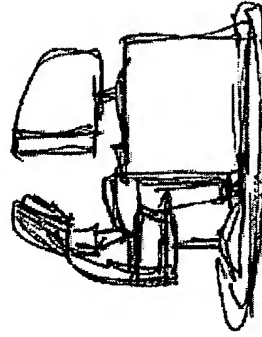
These allow Brand
Management Teams to
reach a broad range of
Consumer markets over the
Internet.



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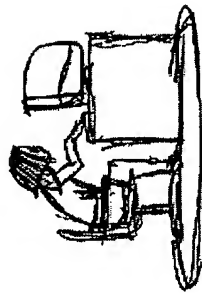
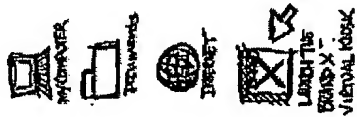


- Such Launch Environments include:
- 1) Brandkey Systems™ Virtual Kiosk Launch Buttons
 - 2) HTML-Encoded Documents
 - 3) **HTML-Encoded Images**
 - 4) HTML-Encoded Desktop Icons
- These allow Brand Management Teams to reach a broad range of Consumer markets over the Internet.



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FIG. 44K4



Such Launch Environments
include:

- 1) Brandkey Systems™ Virtual
Kiosk Launch Buttons
- 2) HTML-Encoded Documents
- 3) HTML-Encoded Images
- 4) **HTML-Encoded Desktop
Icons**

These allow Brand
Management Teams to
reach a broad range of
Consumer markets over the
Internet.

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FIG. 44K5

The Brandkey
Systems Network
enables brand
management teams of
any size and
arrangement to rise
above the clutter in the
Internet marketplace....

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47

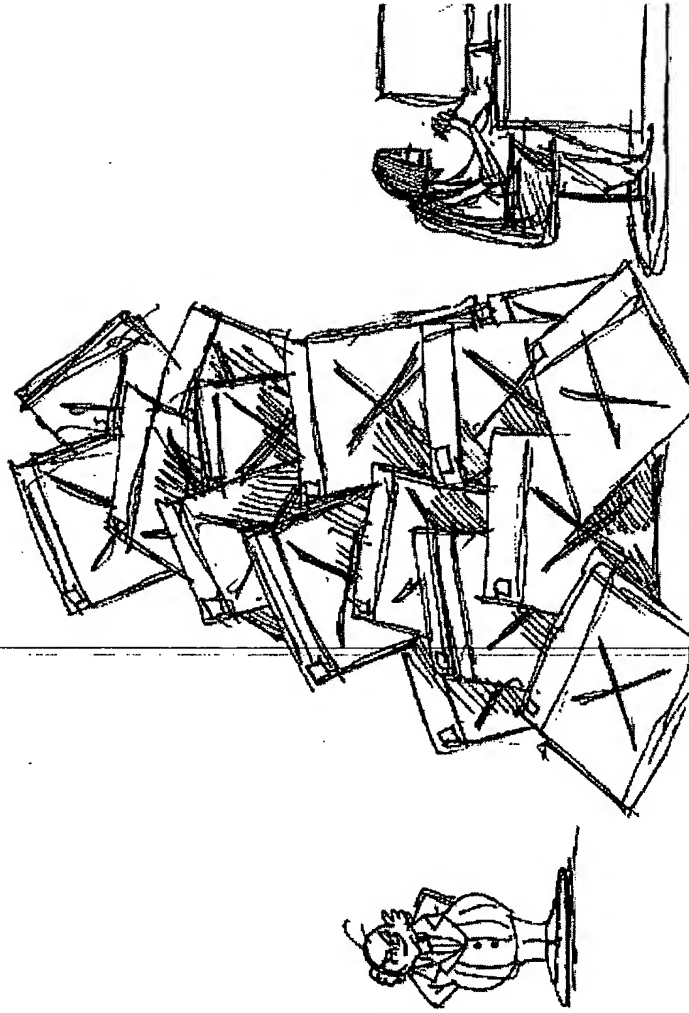


FIG. 44L1

The Brandkey Systems
Network enables brand
management teams of
any size and
arrangement to rise
above the clutter in
the Internet
marketplace....

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48

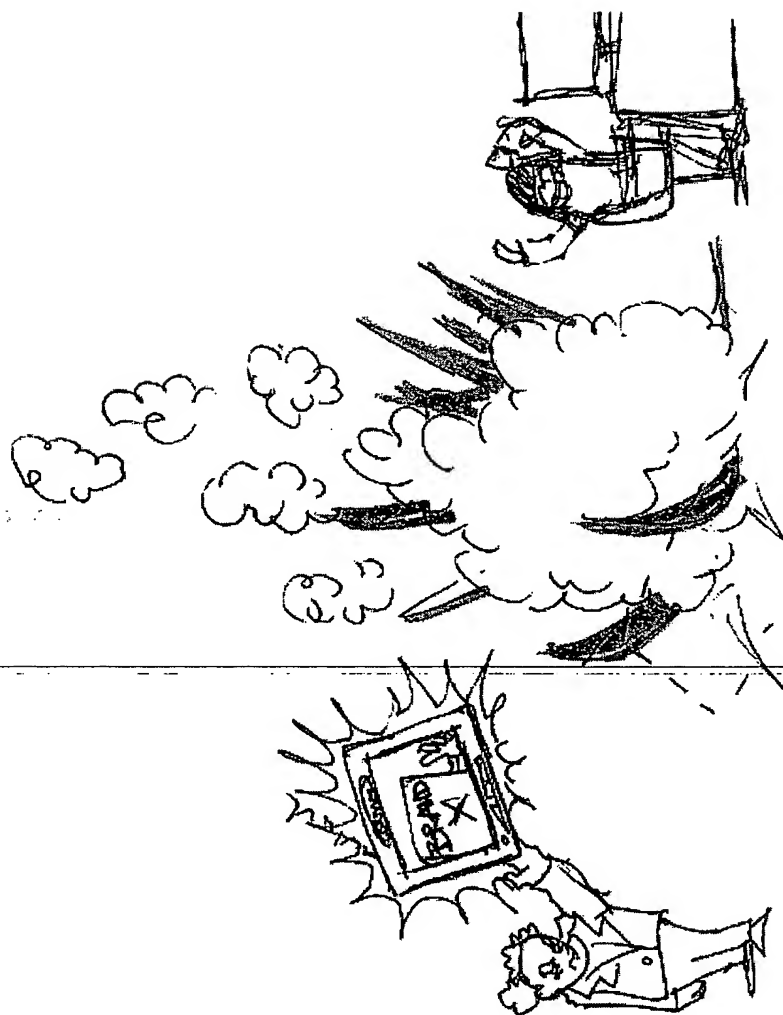


FIG. 4422

...and communicate the
essence and character of their
brands directly to the consumer.

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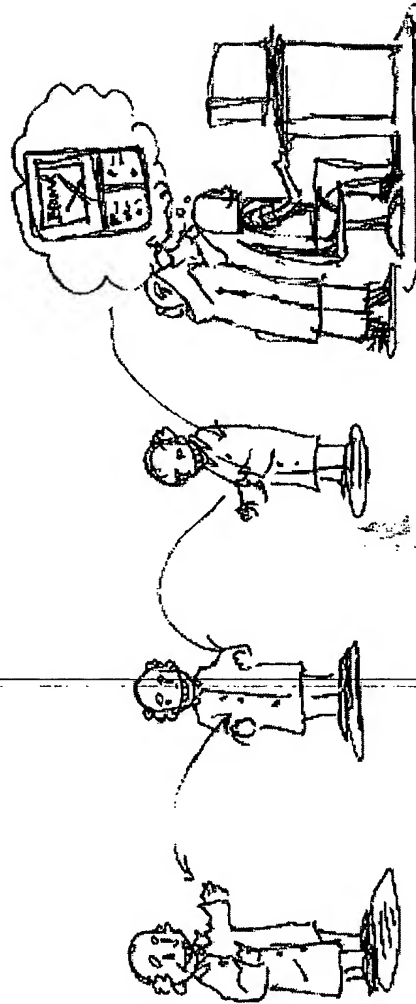


FIG. 4423

In seconds, consumers can
obtain a multi-dimensional
experience of a branded
product or service...
without the influence of other
brands.

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50

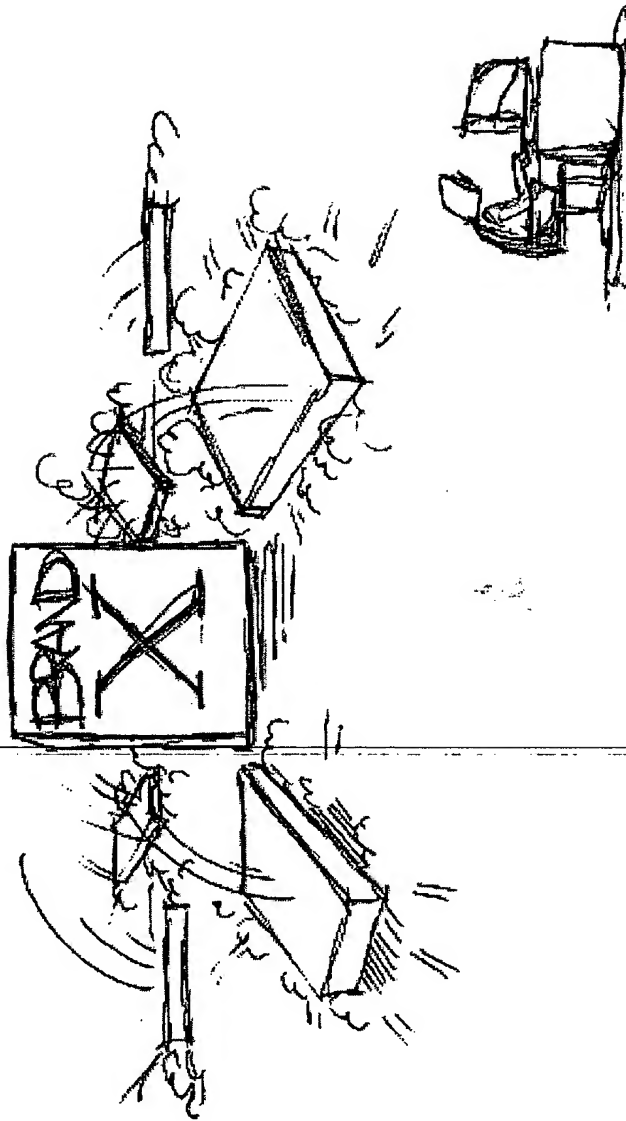


FIG. 44L4

With Brandkey Systems Multi-
Mode Virtual Kiosks so simple
and easy to access, consumers
can be more effectively educated
about brands than ever before
online and gain a full experience
of a brand...

... so that they develop strong
preferences for them.

22A/1046

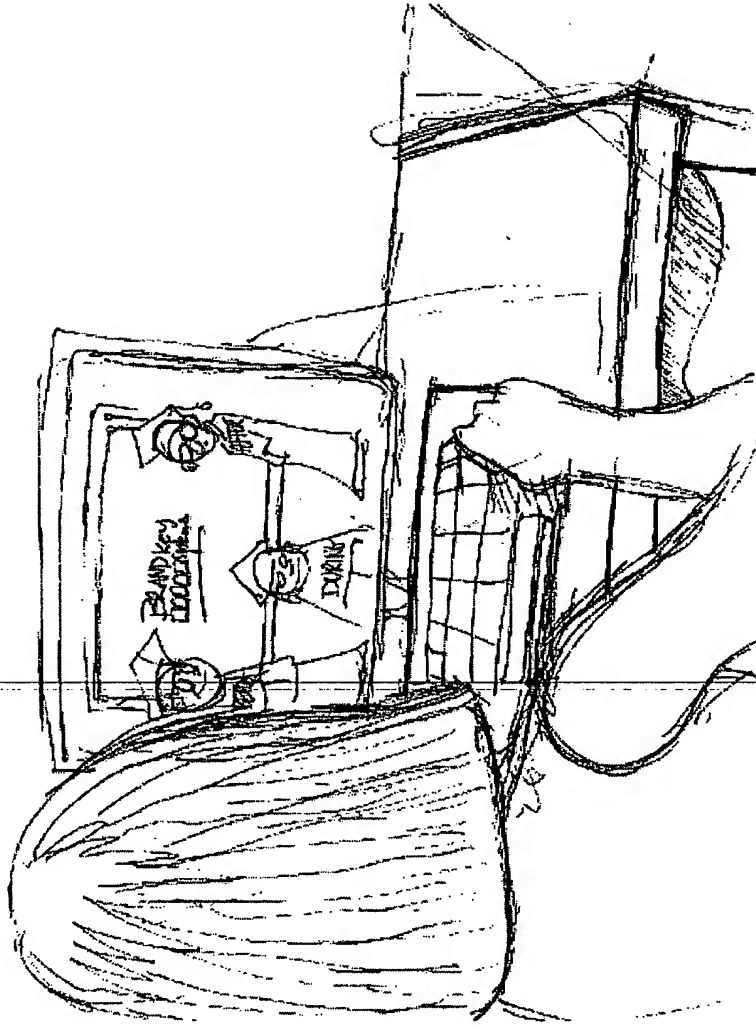


FIG. 4445

Consumer brand images are now aligned with the team's intended brand marketing objectives.

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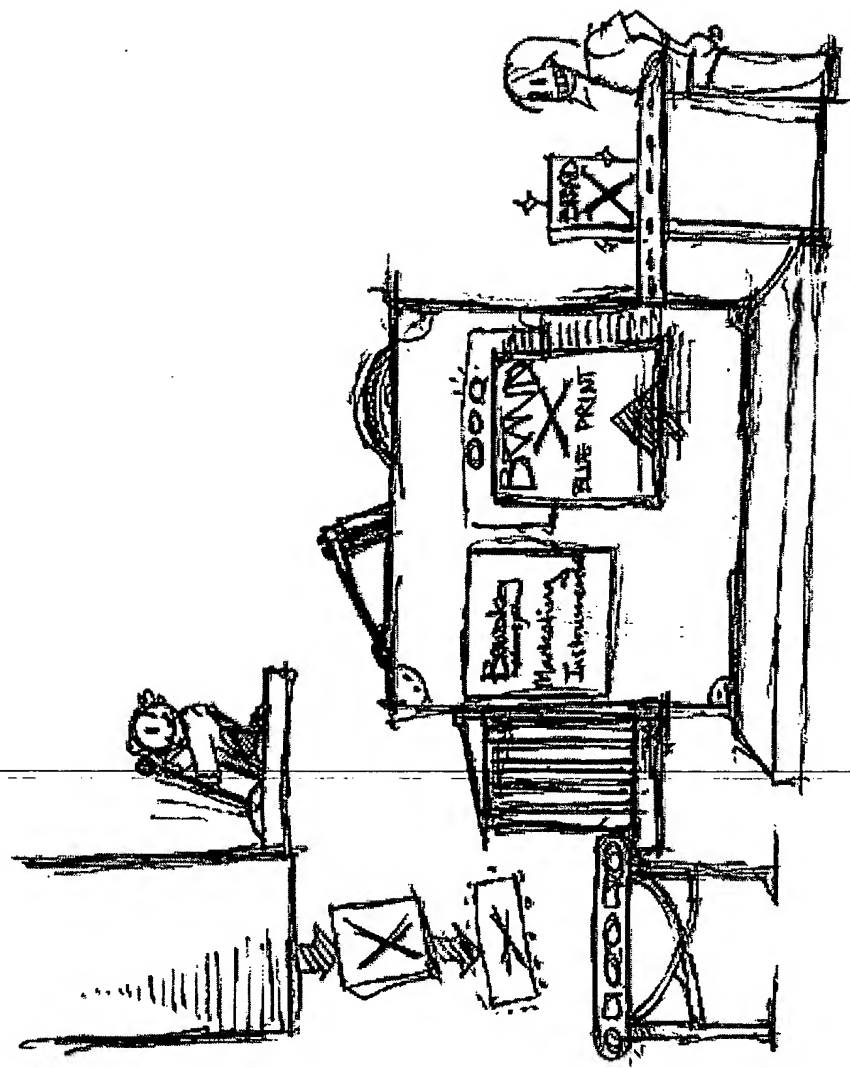


FIG. 4446

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And consumers no longer
need to wander off to other
websites in search of brand-
related information.

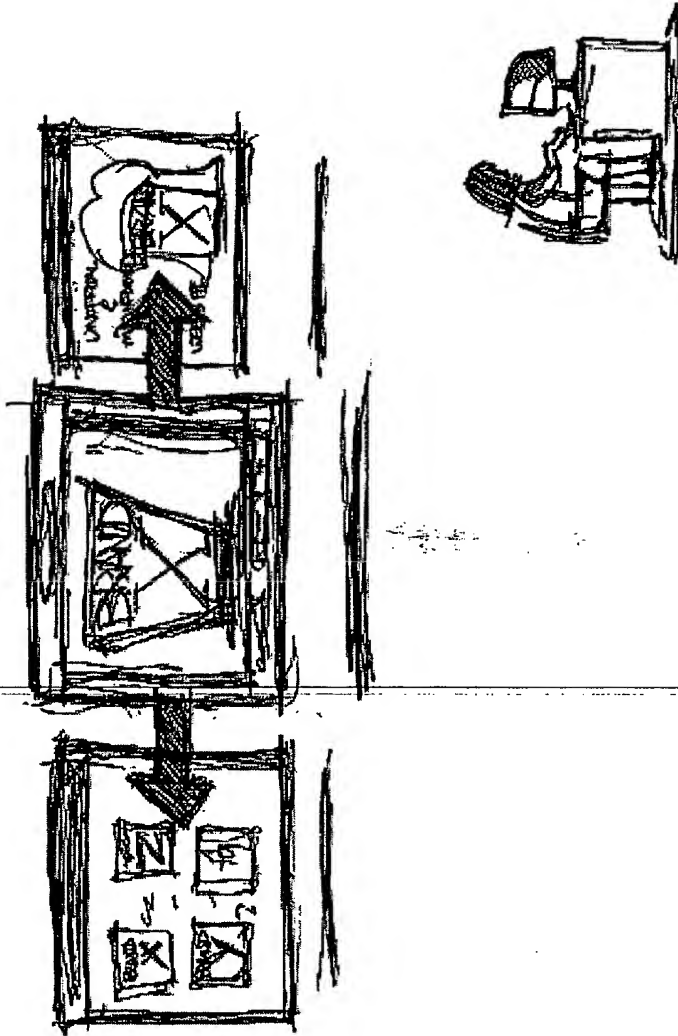


FIG. 4447

This can only lead to increased levels of customer loyalty and retention for the brand.

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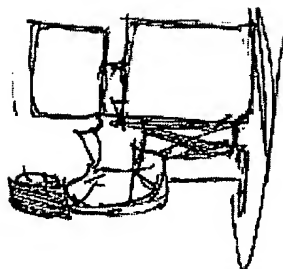
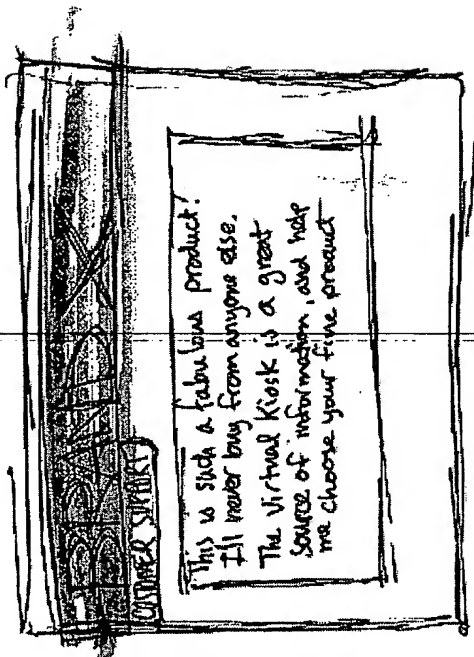
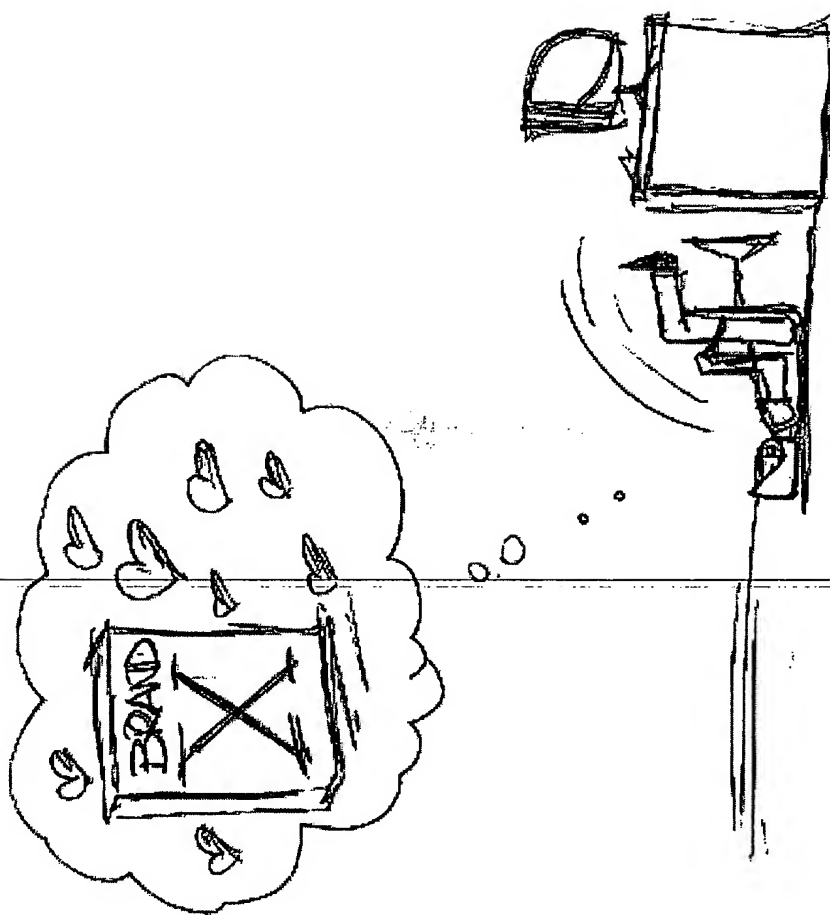
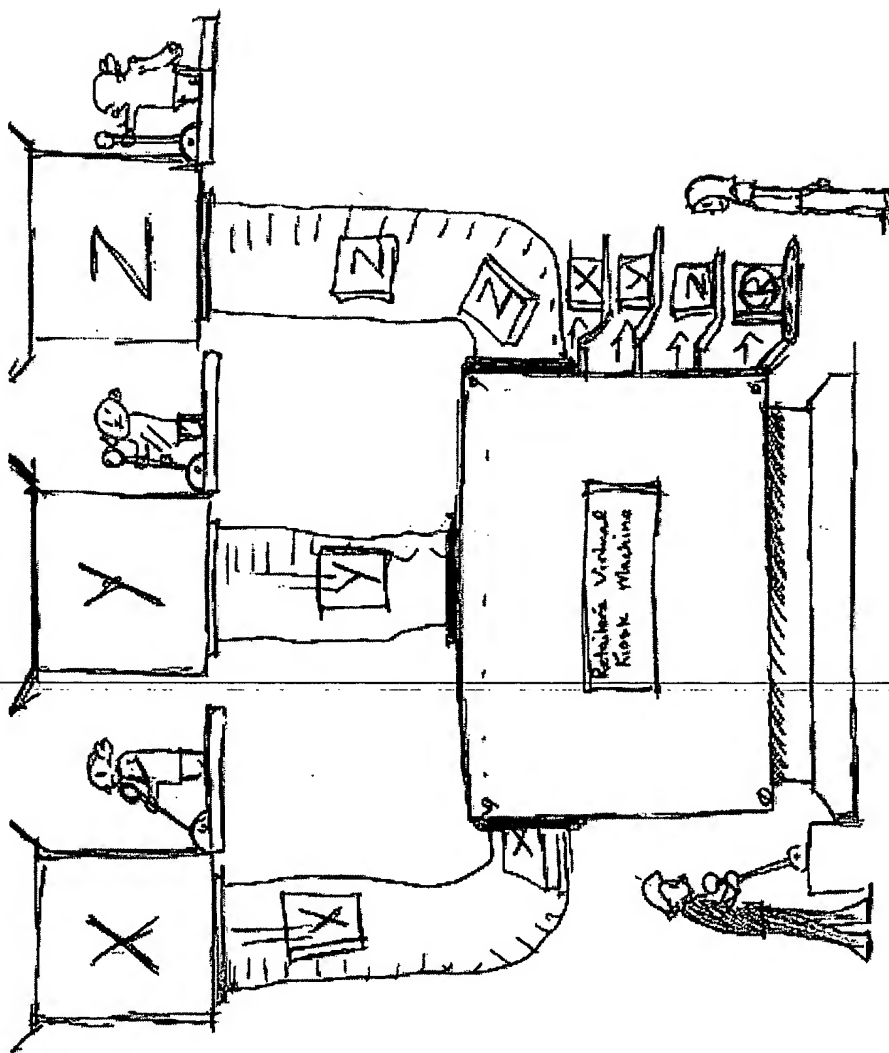


FIG. 44L8

Online brand marketers can now
create and deliver high-impact brand
marketing campaigns.

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Retailers can build e-commerce sites which communicate its vendors' intended brand images while preserving their own.

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FIG. 44 L10

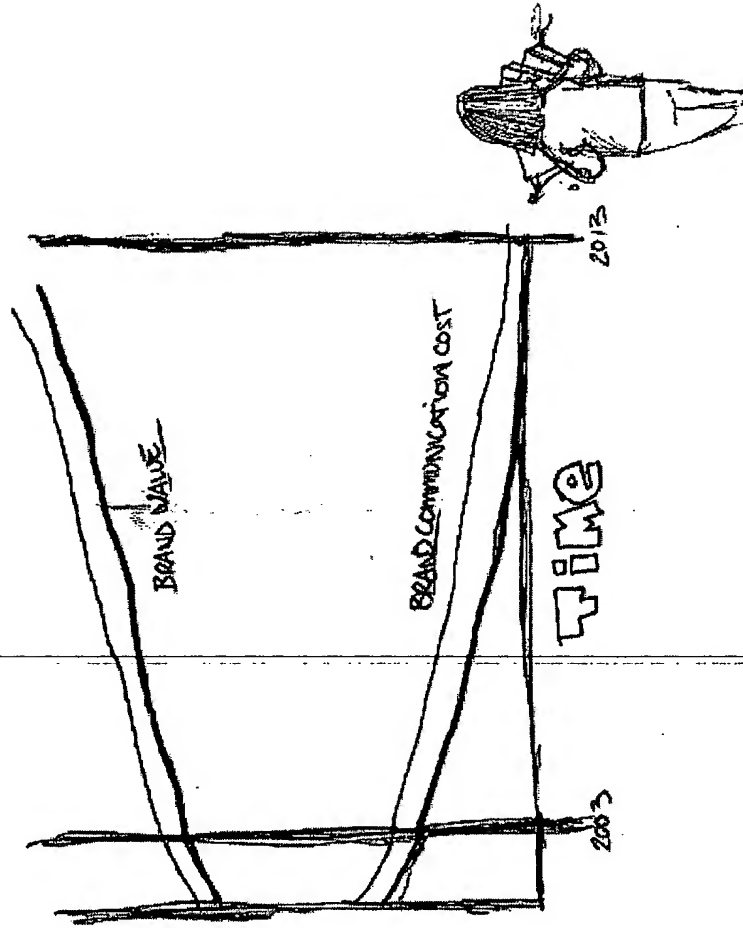
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Retailers can more efficiently
use the virtual shelf-space on
their Websites.



FIG. 44L11

By more efficiently using Brand Building Information Resources, marketing costs decrease, as Brand Value and Equity increase, thereby improving Profits.



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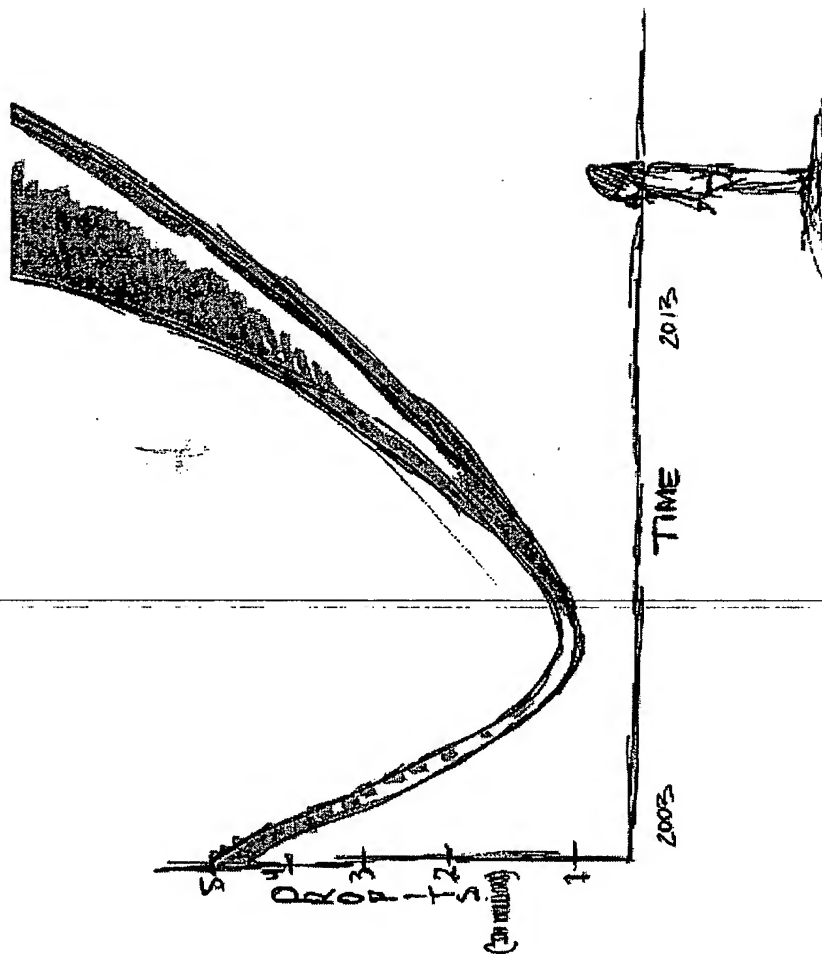
FIG. 44L12

By creating new levels of Brand
Value and Experience, the durability
of all serviced Brands can be
extended.

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FIG. 44L13



By providing such benefits,
the Brandkey Systems™
Network helps build more
distinctive, valuable, and
stronger Brands in the
marketplace.

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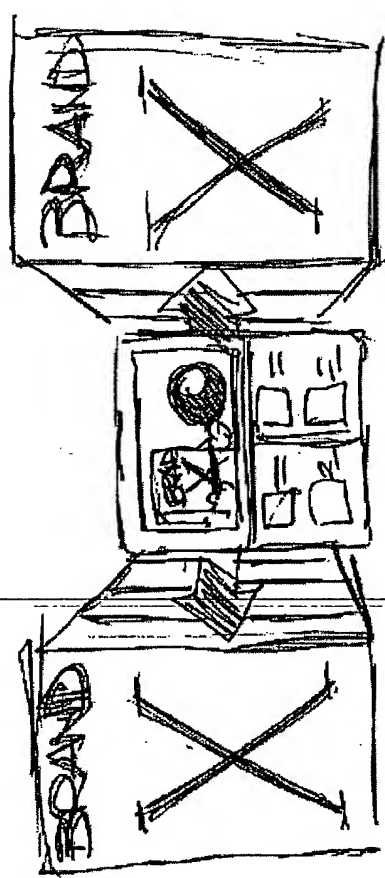
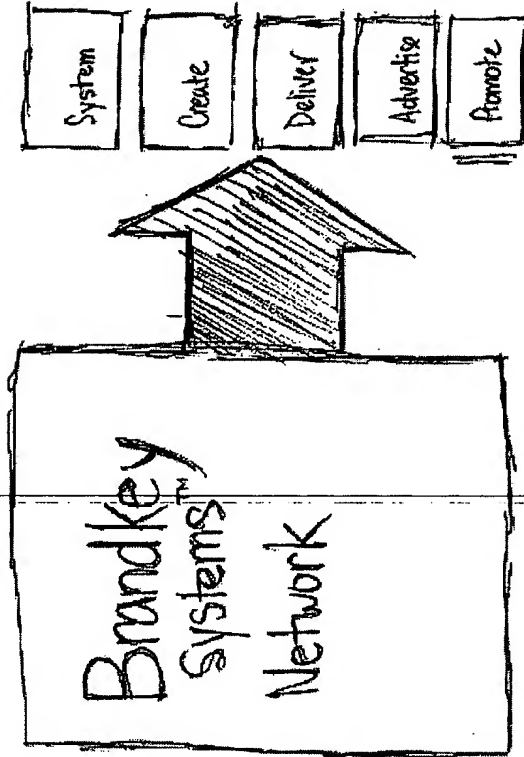


FIG. 44L14

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The Brandkey Systems™
Network is composed of five
Subsystems connected to the
infrastructure of the Internet:

- Brandkey Systems™
- Brandkey Create™
- Brandkey Deliver™
- Brandkey Advertise™
- Brandkey Promote™



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Each of these subsystems supports one or more Service Suites, and each Service Suite contains one or more Control Panels.

These Control Panels support the delivery of the network's revolutionary ensemble of Brandkey Systems™ Marketing Instruments.

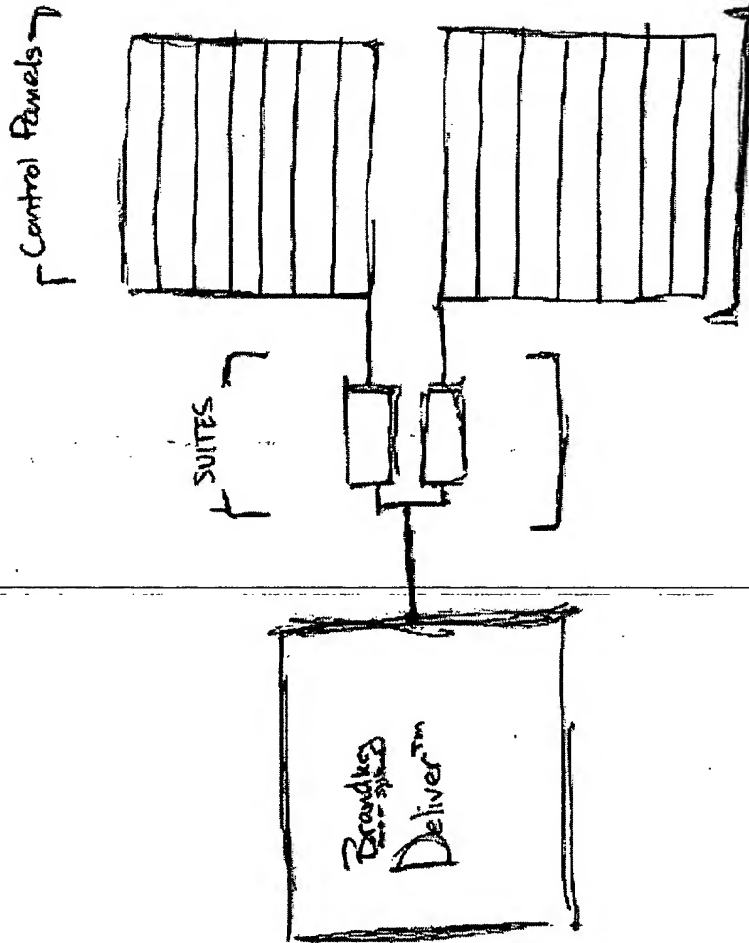
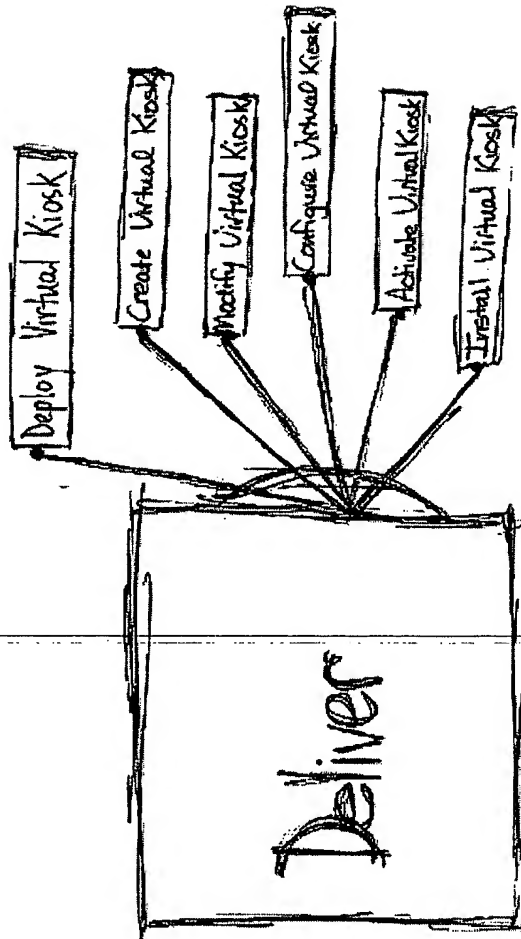


FIG. 44M2

Brandkey Deliver™ Marketing
Instruments provide Brand
Management Teams the ability to
rapidly configure, deploy, and
install Brandkey Systems™ Multi-
Mode Virtual Kiosks on the
Internet.

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Brandkey Advertise™ Marketing Instruments enable Brand Managers and their Agents to program the Advertising Spot Display Mode of their Virtual Kiosks in a simple an convenient manner.

These operations are carried out by creating, executing and managing Advertising Campaigns designed to run on networks of Multi-Mode Virtual Kiosks.

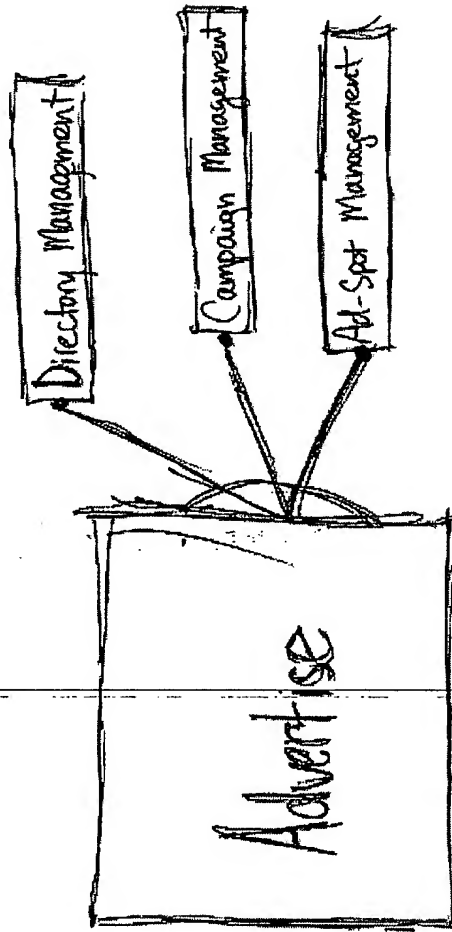


FIG. 44M4

Using Brandkey Promote™
Marketing Instruments, Brand
Managers and their Agents can
program the Promotional Spot
Display Mode of their Virtual
Kiosks.

These programming operations are
carried out by creating, executing
and managing Promotional
Campaigns designed to run on
networks of Multi-Mode Virtual
Kiosks

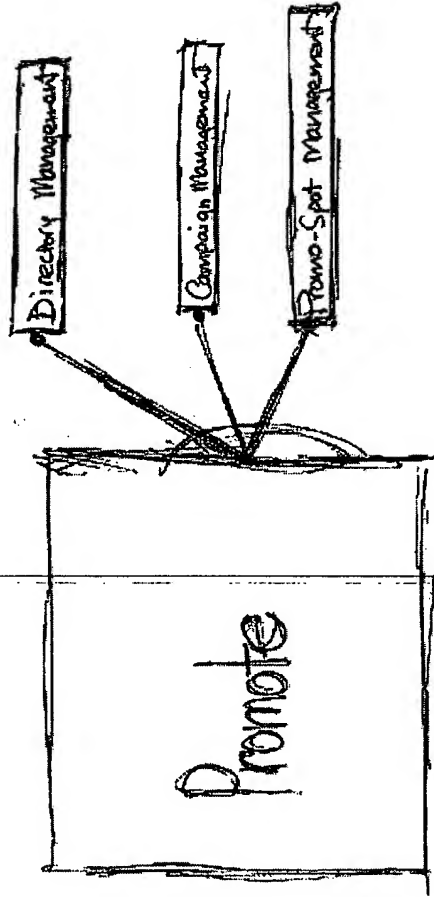


FIG. 44M5

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Brandkey Create™ Marketing Instruments enable Brand Managers and their Agents to program the Brand Information Network Display Mode of their Virtual Kiosks using simple mouse-clicks and data-entry operations.

Programming operations are carried out by creating and deploying interactive models of Product and Service Brands represented in the form of richly-associated Brand-Building Information Networks.

These Information Networks create and reinforce the intended Brand Image of Products and Services within the minds of Consumers.

66

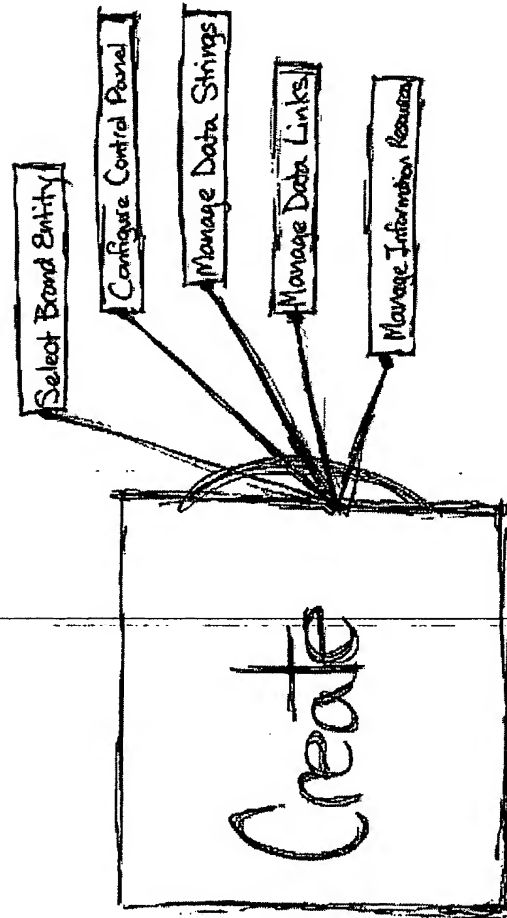


FIG. 44M6

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Brand-Building Information Networks can be constructed for Product-type Brands by linking the Uniform Resource Locators (URLs) of Brand Building Information Resources, to Product Data Strings consisting of the Universal Product Number (UPN), Trademark (TM) and Product Descriptor (PD) of branded products.

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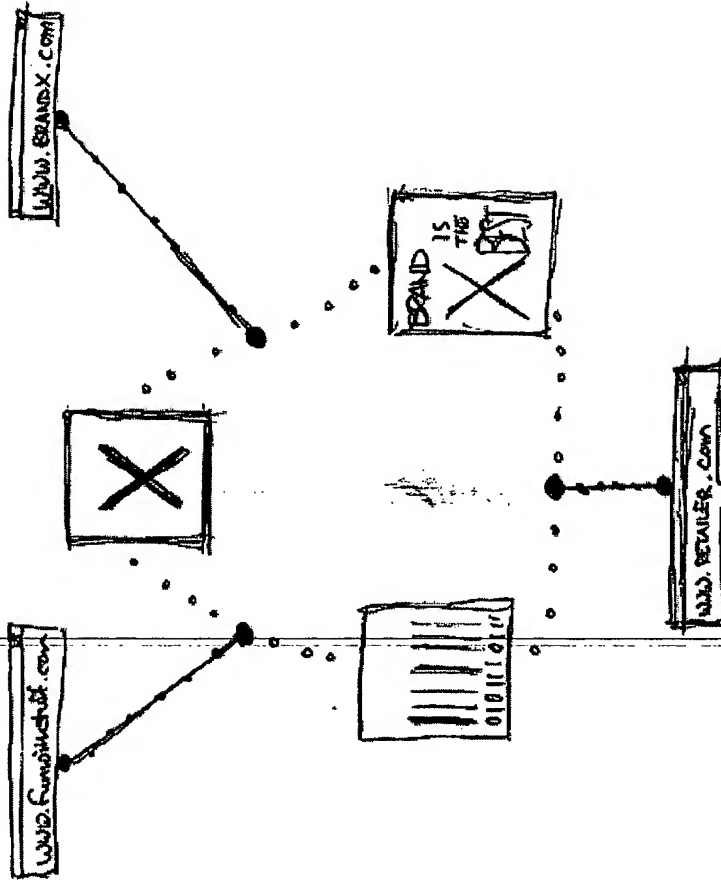


FIG. 44M7

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For Service-type Brands, these Information Networks can be created by linking the Uniform Resource Locators (URLs) to Service Data Strings consisting of the Universal Service Number (USN), Servicemark (SM) and Service Descriptor (SD) of branded services.

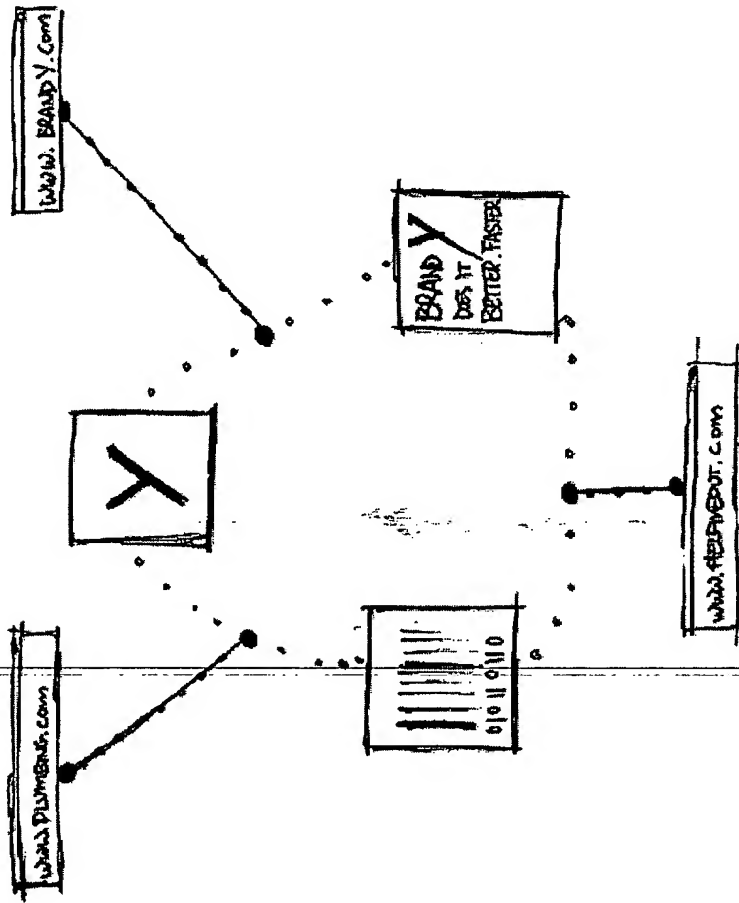


FIG. 44M8

2A2/1046

Brandkey Systems™
Administration Instruments
enable Users to perform basic
management and
administration functions
relating to Client Accounts,
Brands, and User Rights and
Privileges.

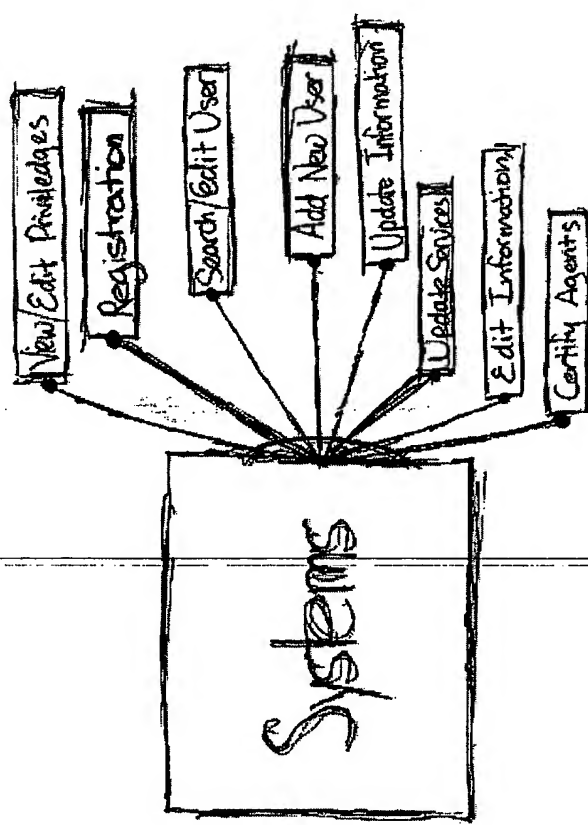


FIG. 44M9

Using the Brandkey Systems™ Virtual Kiosks, consumers can now learn about brands in a more effective and enjoyable manner, and develop strong preferences for them.

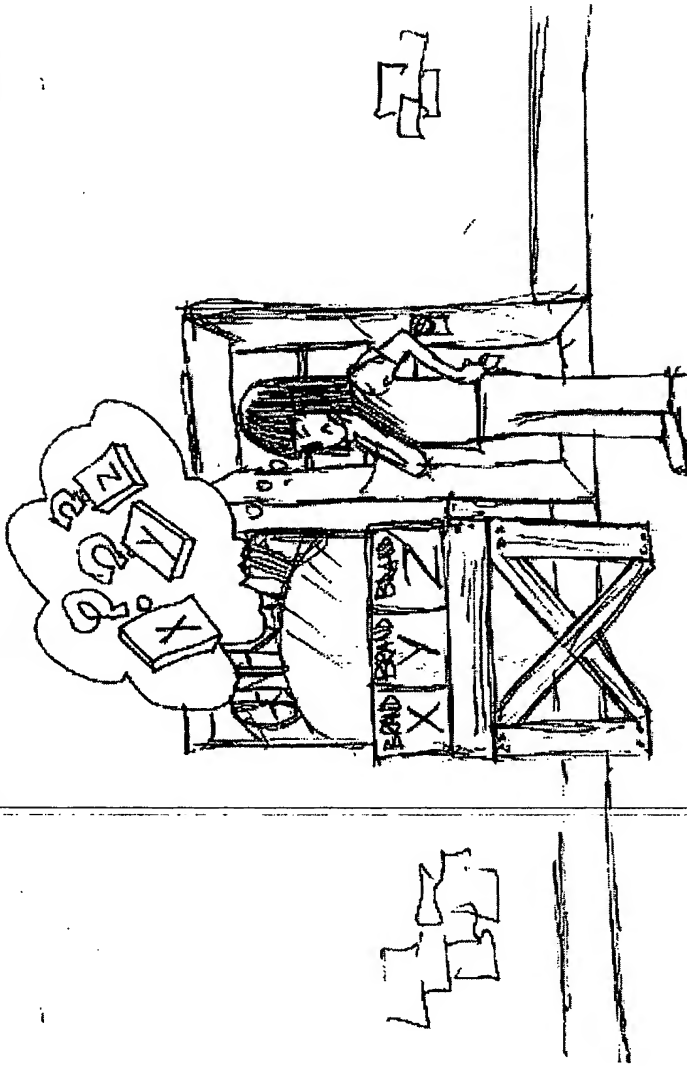


FIG. 44N1

And when brand managers
want to reach consumers with
brand building messages and
information...



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FIG. 44NZ

...the Brandkey Systems Network is there to provide a direct channel to the hearts and minds of millions of consumers on the Web.

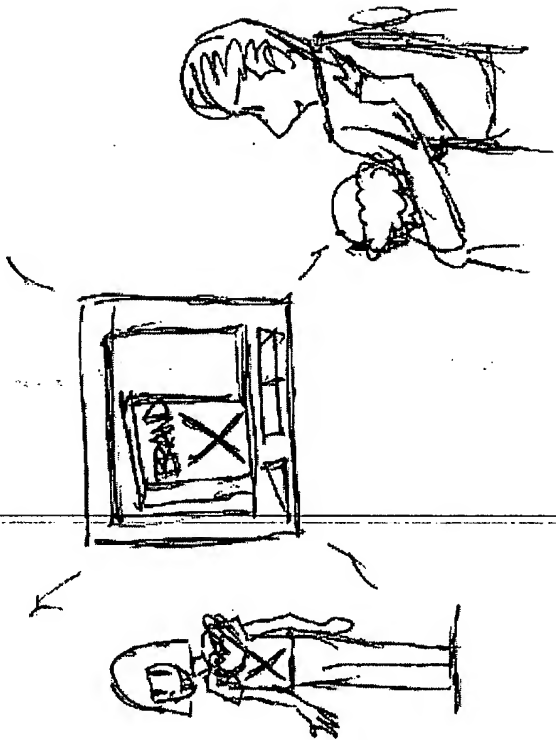


FIG. 44N3

Definition of Terms

Advertising Agent is an Agent responsible for creating, managing, and running Advertising Campaigns for particular Brands of Products and/or Services in the marketplace.

Advertising Campaign is that portion of a Brand Marketing Campaign which seeks to build a desired Brand Image in the minds of Consumers for a particular Brand of Products and/or Services.

Brand is a mental object relating to a class of tangible and/or intangible thing(s) (e.g. Products/Services) in the world and which is:

- (1) persistent within the mind of a person (e.g. Consumer) having (i) a particular relationship with the class of things, as well as (ii) as set of expectations of meaning and value to be derived by the Consumer upon experiencing the class of things; and
- (2) recognized by the Consumer in response to the perception of particular sounds, symbols and/or other sensorial impressions communicated to the Consumer in the marketplace.

Brand Image is the Brand Image of a Brand is the composite set of impressions and perceived values persisting in the minds of Consumers in response to exposure to (i) messages produced under messages produced under a Brand Marketing Campaign carried out by the Brand Management Team including its Advertising and Promotional Agents, as well as (ii) other information items (e.g. Clutter) communicated by others in the marketplace.

Brand Knowledge Network is an information model (i.e. schema) comprising a network of Products and/or Service Data Links designed by a Brand Management Team to represent a desired Brand Image which the Brand Management Team wants to persist within the minds of Consumers regarding a particular Brand or set of Brands under their management.

Brand Management Team is a group of people including; Brand Managers, Advertising Agents, Promotional Agents, Full-Service Agents, etc. whose mission is to create, manage, and communicate a desired Brand Image for a particular Brand or set of Brands to Consumers.

Brand Marketing Campaign is an effort conducted in the marketplace by a Brand Management Team including its Advertising and Promotional Agents to build a Brand in the minds of Consumers, which creates a desired Brand Image consistent with the marketing objectives of the Marketing Team.

Data Link is a URL associated with a Product or Service Data String that may be used to build a Brand Knowledge Network.

Promotional Agent An Agent responsible for creating, managing, and running Promotional Campaigns for particular Brands of Products and/or Services in the marketplace.

Promotional Campaign is that portion of a Brand Marketing Campaign which seeks to induce consumption of a particular Brand of Products and/or Services by Consumers in the marketplace.

Product Data String is a string of data comprising a Universal Product Number (e.g. UPC/EAN) assigned to a particular Product, a Product Descriptor briefly describing the generic nature of the Product, and any number of Trademarks used in connection with the Product in the marketplace.

Service Data String is a string of data comprising a Universal Service Number (e.g. Airclie Code) assigned to a particular Service, a Service Descriptor briefly describing the generic nature of the Service, and any number of Servicemarks used in connection with the Service in the marketplace.

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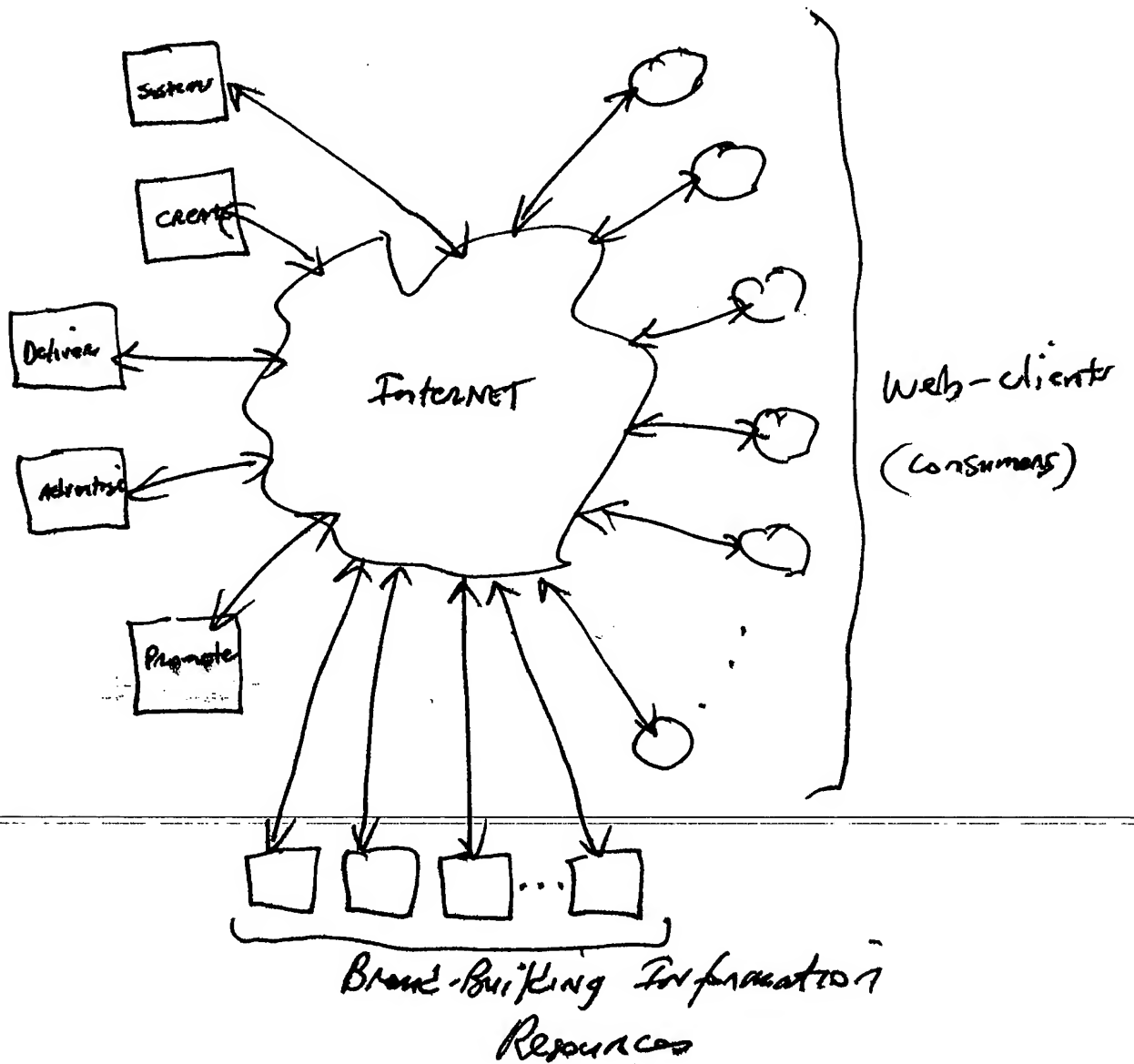
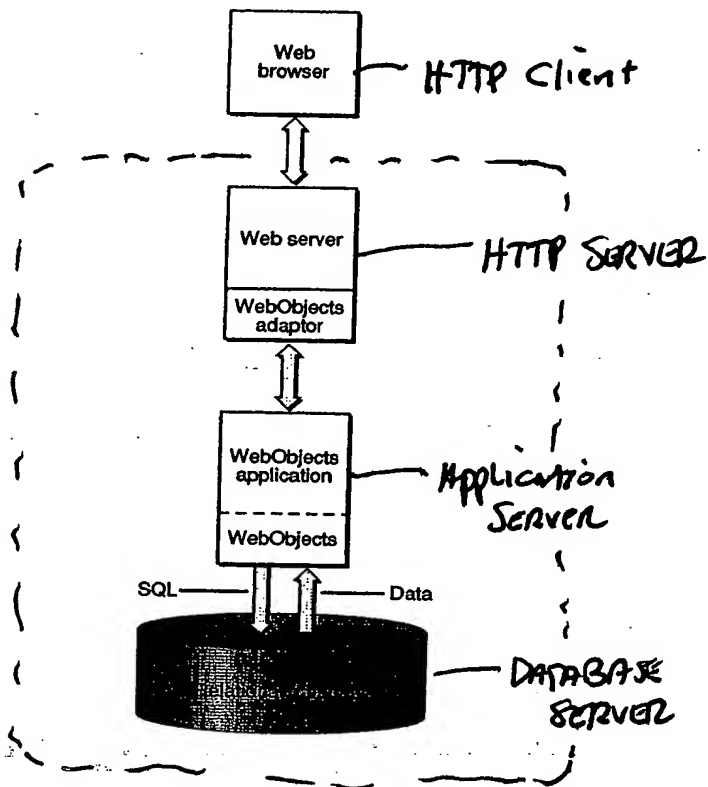


FIG. 45A1

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WebObjects HTML-based application communication chain

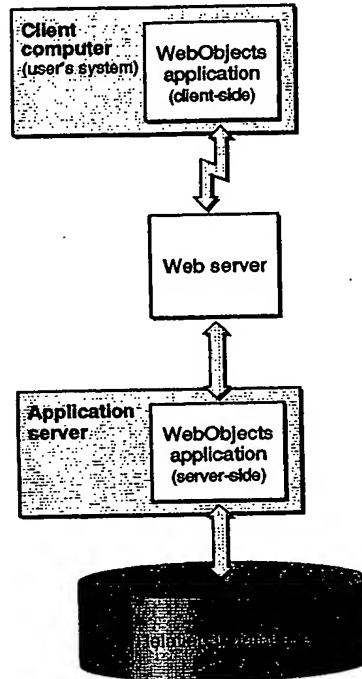


The WebObjects Architecture

FIG. 45A1

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Java Client's distributed, multitier architecture



Java Client Architecture

FIG. 45A3

Brand Marketing Communication Instrumentation Network

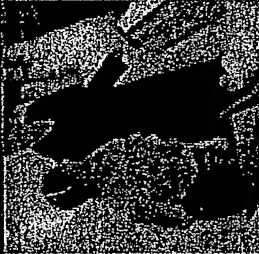
Brandkey systems

Brandkey create

Brandkey deliver

Brandkey advertise

Brandkey promote



We are pioneers of revolutionary, Internet-enabled brand communication solutions that enable you to educate consumers about your brand, to develop preferences for them

Brandkey Systems™ Network
» System Overview

Brandkey Create™ Subsystem
» Subsystem Overview

Brandkey Deliver™ Subsystem
» Subsystem Overview

Brandkey Advertise™ Subsystem
» Subsystem Overview

Brandkey Promote™ Subsystem
» Subsystem Overview

Brandkey Systems™ Virtual Kiosk

Multi-Mode Virtual Kiosk™

» Our Multi-Mode Virtual Kiosk™ technology provides a new kind of Internet-based "telecommunication device" (e.g. video-conferencer) directly between you and your customers ... of any Internet-enabled consumer touchpoint.

[Learn more](#)



FIG. 45B1

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About Brandkey Systems Corporation

Brandkey Systems is a global brand marketing communication technology and services company. We provide Clients with revolutionary Web-based brand marketing communication instruments and supporting services that help them build the demand side of their business. Our success and growth are built on the quality of our Client base, the depth of our relationships, and our expertise in the innovative technologies which we develop and support in the marketplace.

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FIG 45B2

Tutorials on the Brandkey Systems Network

■ BRANDKEY SYSTEMS NETWORK

- ▶ Login
- ▶ Logout
- ▶ Forgot Password

■ BRANDKEY SYSTEMS SUBSYSTEM

- ▶ Registration Suite
- 1. Control Panel for registering with Brandkey Systems Network
- ▶ User-Account Administration Suite
- 1. Control Panel for Administering Users
- 2. Control Panel for Administering Accounts
- 3. Control Panel for Administering Ad/Promo Privileges

■ BRANDKEY CREATE SUBSYSTEM

- ▶ Brand Information Network Management Suite
- 1. Control Panel for Managing Brand Information Networks
 - a. Select Brand Entity

FIG. 45C1

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b. Configure Control Panel

c. Manage Data Strings

d. Manage Data Links

► Brand Building Web Resources Hosting Suite

1. Control Panel for Hosting Brand Building Web Resources

a. Select Brand Entity

b. Manage Data Strings

c. Manage Data Links

d. Manage Information Resources

■ BRANDKEY DELIVER SUBSYSTEM

► Virtual Kiosk Generation Suite

1. Control Panel for Generating Product-Specific Virtual Kiosks

a. Configure P-S Virtual Kiosks

b. Create P-S Virtual Kiosks

c. Modify P-S Virtual Kiosks

d. Deploy P-S Virtual Kiosks

e. Activate P-S Virtual Kiosks

2. Control Panel for Generating Service-Specific Virtual Kiosks

a. Configure S-S Virtual Kiosks

b. Create S-S Virtual Kiosks

FIG. 45C2

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FIG. 45C3

c. Modify S-S Virtual Kiosks

d. Deploy S-S Virtual Kiosks

e. Activate S-S Virtual Kiosks

3. Control Panel for Generating Vendor-Specific Virtual Kiosks

a. Configure V-S Virtual Kiosks

b. Create V-S Virtual Kiosks

c. Modify V-S Virtual Kiosks

d. Deploy V-S Virtual Kiosks

e. Activate V-S Virtual Kiosks

4. Control Panel for Generating Service-Provider-Specific Virtual Kiosks

a. Configure S-P-S Virtual Kiosks

b. Create S-P-S Virtual Kiosks

c. Modify S-P-S Virtual Kiosks

d. Deploy S-P-S Virtual Kiosks

e. Activate S-P-S Virtual Kiosks

5. Control Panel for Generating Retailer-Specific Virtual Kiosks

a. Configure R-S Virtual Kiosks

b. Create R-S Virtual Kiosks

c. Modify R-S Virtual Kiosks

d. Deploy R-S Virtual Kiosks

e. Activate R-S Virtual Kiosks

6. Control Panel for Generating Indivisual-Specific Virtual Kiosks

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W. Virtual Kiosk Installation Suite

a. Configure I-S Virtual Kiosks

b. Create I-S Virtual Kiosks

c. Modify I-S Virtual Kiosks

d. Deploy I-S Virtual Kiosks

e. Activate I-S Virtual Kiosks

7. Control Panel for Generating Corporate-Specific Virtual Kiosks

a. Configure C-S Virtual Kiosks

b. Create C-S Virtual Kiosks

c. Modify C-S Virtual Kiosks

d. Deploy C-S Virtual Kiosks

e. Activate C-S Virtual Kiosks

► Virtual Kiosk Installation Suite

1. Control Panel for Installing Product-Specific Virtual Kiosks

2. Control Panel for Installing Service-Specific Virtual Kiosks

3. Control Panel for Installing Vendor-Specific Virtual Kiosks

4. Control Panel for Installing Service-Provider-Specific Virtual Kiosks

5. Control Panel for Installing Retailer-Specific Virtual Kiosks

6. Control Panel for Installing Industry-Specific Virtual Kiosks

7. Control Panel for Installing Corporate-Specific Virtual Kiosks

■ BRANDKEY ADVERTISE SUBSYSTEM

FIG 45C4

- ▶ Virtual Kiosk Advertising Campaign Management Suite
- 1. Control Panel for Managing Advertising Campaigns
 - a. Directory Management
 - b. Campaign Management
 - c. Ad-Spot Management

■ BRANDKEY PROMOTE SUBSYSTEM

- ▶ Virtual Kiosk Promotional Campaign Management Suite
- 1. Control Panel for Managing Promotional Campaigns
 - a. Directory Management
 - b. Campaign Management
 - c. Promo-Spot Management

FIG. 45C5

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Tutorials

FAQ

Brandkey Systems Network Help Control Panel

Brandkey Systems Network Help Control Panel

BRANDKEY SYSTEMS NETWORK

- ▶ [How do you Login to the BKS Brand Marketing Communications Network?](#)
- ▶ [How do you Logout of the BKS Brand Marketing Communications Network?](#)
- ▶ [How do you Retrieve your Password if you have forgotten it?](#)

BRANDKEY SYSTEMS SUBSYSTEM

▶ Registration Suite

1. [How do you Register with the BKS Brand Marketing Communications Network?](#)

▶ User-Account Administration Suite

1. [Control Panel for Administering Users](#)

- a. [How do you Edit User Information?](#)

- b. [How do you Add a New User to your Brand Account?](#)

2. [Control Panel for Administering Accounts](#)

- a. [How do you Update your Company Information?](#)

- b. [How do you Update Administrator Information?](#)

- c. [How do you Update your Available Services?](#)

- d. [How do you Modify your Registered Brand Entity Information?](#)

FIG. 49D1

e. How do you Add a New Brand Entity?

f. How do you Certify Advertising Agents?

g. How do you Certify Promotional Agents?

3. Control Panel for Administering Ad/Promo Privileges

a. How do you Edit Installed Virtual Kiosks Ad/Promo Privileges?

■ BRANDKEY CREATE SUBSYSTEM

► Brand Information Network Management Suite

1. Control Panel for Managing Brand Information Networks

a. How do you Select the Brand Entity you wish to work with?

b. How do you Configure the Brand Information Network Control Panel?

c. How do you Import Data String Records?

d. How do you Edit Data String Records?

e. How do you Add New Data String Records?

f. How do you Synchronize Data String Records?

g. How do you Edit Data Link Records?

h. How do you Add New Data Link Records?

► Brand Building Web Resources Hosting Suite

1. Control Panel for Hosting Brand Building Web Resources

a. How do you Select the Brand Entity you wish to work with?

b. How do you View Data String Records?

FIG 45D2

- c. [How do you View Data Link Records?](#)
- d. [How do you Manage Brandkey Information Resource Records?](#)

■ BRANDKEY DELIVER SUBSYSTEM

► Virtual Kiosk Generation Suite

1. Control Panel for Generating Product-Specific Virtual Kiosks

- a. [How do you Configure P-S Virtual Kiosks?](#)
- b. [How do you Create P-S Virtual Kiosks?](#)
- c. [How do you Modify P-S Virtual Kiosks?](#)
- d. [How do you Deploy P-S Virtual Kiosks launchable from an HTML-Encoded Brandkey\(TM\) Button?](#)
- e. [How do you Deploy P-S Virtual Kiosks launchable from an HTML-Encoded Document?](#)
- f. [How do you Deploy P-S Virtual Kiosks launchable from an HTML-Encoded Image?](#)
- g. [How do you Deploy P-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?](#)
- h. [How do you Activate P-S Virtual Kiosks?](#)

2. Control Panel for Generating Service-Specific Virtual Kiosks

- a. [How do you Configure S-S Virtual Kiosks?](#)
- b. [How do you Create S-S Virtual Kiosks?](#)
- c. [How do you Modify S-S Virtual Kiosks?](#)
- d. [How do you Deploy S-S Virtual Kiosks launchable from an HTML-Encoded Brandkey\(TM\) Button?](#)
- e. [How do you Deploy S-S Virtual Kiosks launchable from an HTML-Encoded Document?](#)
- f. [How do you Deploy S-S Virtual Kiosks launchable from an HTML-Encoded Image?](#)
- g. [How do you Deploy S-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?](#)

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FIG. 45D4

http://www.brandkeysystems.com/bk_systems/h_launch_help_faq.html

h. How do you Activate S-S Virtual Kiosks?

3. Control Panel for Generating Vendor-Specific Virtual Kiosks

a. How do you Configure V-S Virtual Kiosks?

b. How do you Create V-S Virtual Kiosks?

c. How do you Modify V-S Virtual Kiosks?

d. How do you Deploy V-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Button?

e. How do you Deploy V-S Virtual Kiosks launchable from an HTML-Encoded Document?

f. How do you Deploy V-S Virtual Kiosks launchable from an HTML-Encoded Image?

g. How do you Deploy V-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?

h. How do you Activate V-S Virtual Kiosks?

4. Control Panel for Generating Service-Provider-Specific Virtual Kiosks

a. How do you Configure S-P-S Virtual Kiosks?

b. How do you Create S-P-S Virtual Kiosks?

c. How do you Modify S-P-S Virtual Kiosks?

d. How do you Deploy S-P-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Button?

e. How do you Deploy S-P-S Virtual Kiosks launchable from an HTML-Encoded Document?

f. How do you Deploy S-P-S Virtual Kiosks launchable from an HTML-Encoded Image?

g. How do you Deploy S-P-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?

h. How do you Activate S-P-S Virtual Kiosks?

5. Control Panel for Generating Retailer-Specific Virtual Kiosks

a. How do you Configure R-S Virtual Kiosks?

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- b. How do you Create R-S Virtual Kiosks?
- c. How do you Modify R-S Virtual Kiosks?
- d. How do you Deploy R-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Button?
- e. How do you Deploy R-S Virtual Kiosks launchable from an HTML-Encoded Document?
- f. How do you Deploy R-S Virtual Kiosks launchable from an HTML-Encoded Image?
- g. How do you Deploy R-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?
- h. How do you Activate R-S Virtual Kiosks?

6. Control Panel for Generating Industry-Specific Virtual Kiosks

- a. How do you Configure I-S Virtual Kiosks?
- b. How do you Create I-S Virtual Kiosks?
- c. How do you Modify I-S Virtual Kiosks?
- d. How do you Deploy I-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Button?
- e. How do you Deploy I-S Virtual Kiosks launchable from an HTML-Encoded Document?
- f. How do you Deploy I-S Virtual Kiosks launchable from an HTML-Encoded Image?
- g. How do you Deploy I-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?
- h. How do you Activate I-S Virtual Kiosks?

7. Control Panel for Generating Corporate-Specific Virtual Kiosks

- a. How do you Configure C-S Virtual Kiosks?
- b. How do you Create C-S Virtual Kiosks?
- c. How do you Modify C-S Virtual Kiosks?
- d. How do you Deploy C-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Button?

FIG. 45D5

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- e. [How do you Deploy C-S Virtual Kiosks launchable from an HTML-Encoded Document?](#)
- f. [How do you Deploy C-S Virtual Kiosks launchable from an HTML-Encoded Image?](#)
- g. [How do you Deploy C-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?](#)
- h. [How do you Activate C-S Virtual Kiosks?](#)

► **Virtual Kiosk Installation Suite**

1. [How do you Install Product-Specific Virtual Kiosks?](#)
2. [How do you Install Service-Specific Virtual Kiosks?](#)
3. [How do you Install Vendor-Specific Virtual Kiosks?](#)
4. [How do you Install Service-Provider-Specific Virtual Kiosks?](#)
5. [How do you Install Retailer-Specific Virtual Kiosks?](#)
6. [How do you Install Industry-Specific Virtual Kiosks?](#)
7. [How do you Install Corporate-Specific Virtual Kiosks?](#)

■ **BRANDKEY ADVERTISE SUBSYSTEM**

► **Virtual Kiosk Advertising Campaign Management Suite**

1. **Control Panel for Managing Advertising Campaigns**

- a. [How do you Generate a General Virtual Kiosk Advertising Directory?](#)
- b. [How do you Generate a Brand-Specific Virtual Kiosk Advertising Directory?](#)
- c. [How do you Modify a General Virtual Kiosk Advertising Directory?](#)
- d. [How do you Modify a Brand-Specific Virtual Kiosk Advertising Directory?](#)
- e. [How do you Register a Virtual Kiosk Advertising Campaign?](#)

2. [How do you Modify a Virtual Kiosk Advertising Campaign?](#)

FIG 45D6

1. How do you Monitor a Virtual Kiosk Advertising Campaign?

g. How do you Run and Stop a Virtual Kiosk Advertising Campaign?

h. How do you Monitor a Virtual Kiosk Advertising Campaign?

i. How do you Place an Ad-Spot Order on a Virtual Kiosk Subnetwork?

j. How do you Modify an Ad-Spot Order on a Virtual Kiosk Subnetwork?

■ BRANDKEY PROMOTE SUBSYSTEM

► **Virtual Kiosk Promotional Campaign Management Suite**

1. Control Panel for Managing Promotional Campaigns

a. How do you Generate a General Virtual Kiosk Promotional Directory?

b. How do you Generate a Brand-Specific Virtual Kiosk Promotional Directory?

c. How do you Modify a General Virtual Kiosk Promotional Directory?

d. How do you Modify a Brand-Specific Virtual Kiosk Promotional Directory?

e. How do you Register a Virtual Kiosk Promotional Campaign?

f. How do you Modify a Virtual Kiosk Promotional Campaign?

g. How do you Run and Stop a Virtual Kiosk Promotional Campaign?

h. How do you Monitor a Virtual Kiosk Promotional Campaign?

i. How do you Place a Promo-Spot Order on a Virtual Kiosk Subnetwork?

j. How do you Modify a Promo-Spot Order on a Virtual Kiosk Subnetwork?

FIG. 45D7

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6/6/2003

http://www.brandkeysystems.com/bk_systems/index_systems.html

FIG. 46A

Brandkey™
.....
systems

Brandkey systems

Brandkey create

Brandkey deliver

Brandkey advertise

Brandkey promote

Brandkey Stations Generate

Brandkey Station Setup

Brandkey Station

Registration Setup

Brandkey Account Administration

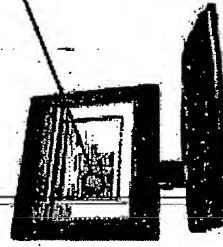
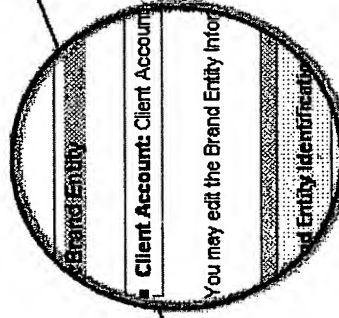
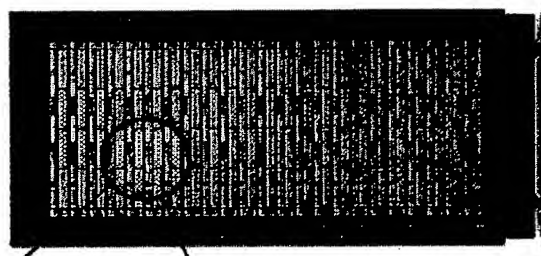
Tutorials

• Brandkey Systems

Manage

Accounts, Brands and User Rights

Manage Accounts, Brands, and User Rights to access the Brandkey Systems Network and program the Advertisement and Promotion Display Modes of Multi-Mode Virtual Kiosks.





Brandkey systems

Brandkey create

Brandkey deliver

Brandkey advertise

Brandkey promote

[Brandkey systems](#) | [Brandkey create](#) | [Brandkey deliver](#) | [Brandkey advertise](#) | [Brandkey promote](#)

- Consumers

- Vendors

- Service Providers

- Advertising Agents

- Promotional Agents

- Retailers

- Industrialists

Brandkey Systems Subsystem Benefits - Standard Demonstration Mode


The Brandkey Systems™ Brand Marketing Communication and Control Instrumentation Network delivers a revolutionary ensemble of instruments that enables brand management teams to build and communicate brand images to consumers at any Internet-enabled consumer touchpoint via multi-mode Virtual Kiosks located in both physical and electronic streams of commerce.

By providing the instruments to rapidly build powerful Brand Knowledge Networks and Advertising and Promotional Campaigns for delivery to consumers over highly controlled channels of communication less immune to destructive power of clutter, the Brandkey Systems™ Network enables brand management teams to create stronger, more distinctive brands in the marketplace-translating into premium prices, greater levels of channel influence, improved levels of customer loyalty and retention, and increased profits.

This increased level of control over Internet-based brand marketing communications enables brand managers and their agents to effectively manage consumers' experienced perceptions developed before, during and after consumer purchases. Proper management of consumer perception will allow consumers to have more meaningful purchase experiences and will influence their perception of a brands' value and strength.

FIG. 46B

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Brandkey systems

Brandkey Systems Enterprise

Brandkey create

Brandkey deliver

Brandkey advertise

Brandkey promote

Brandkey Systems Enterprise

Registration Site

User Account Administration Site

► Brandkey Systems

► Brandkey Create

► Brandkey Deliver

► Brandkey Advertise

► Brandkey Promote

► Multimedia Virtual Kiosks

Text: S.103.9

Brandkey Systems Demonstrations Suite - Standard Demonstration Mode

FIG. 46C1

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- Brandkey systems
- Brandkey create
- Brandkey deliver
- Brandkey advertise
- Brandkey promote

Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mode

Multimode Virtual Kiosk Demonstration Matrix

	HTML-Encoded Brandkey(TM) Button	HTML-Encoded Document	HTML-Encoded Image	HTML-Encoded Desktop Icon
Product-Specific Virtual Kiosk	Simplex Complex	Simplex Complex	Simplex Complex	Simplex Complex

- Brandkey Systems
- Brandkey Create
- Brandkey Deliver
- Brandkey Advertise
- Brandkey Promote
- Multimode Virtual Kiosks
 - Product-Specific Virtual Kiosks
 - Service-Specific Virtual Kiosks
 - Vendor-Specific Virtual Kiosks
 - Service-Provider-Specific Virtual Kiosks
 - Retailer-Specific Virtual Kiosks
 - Industry-Specific Virtual Kiosks
 - Corporate-Specific Virtual Kiosks

FIG. 46CZ



Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Login

Brandkey systems

Brandkey create

Brandkey deliver

Brandkey advertise

Brandkey promote

Brandkey Systems Benefits

• Brandkey Systems

• Brandkey Create

• Brandkey Deliver

• Brandkey Advertise

• Brandkey Promote

• Multimode Virtual Kiosks

• Product-Specific Virtual Kiosks

• Service-Specific Virtual Kiosks

• Vendor-Specific Virtual Kiosks

• Service-Provider-Specific Virtual Kiosks

• Retailer-Specific Virtual Kiosks

• Industry-Specific Virtual Kiosks

• Corporate-Specific Virtual Kiosks

Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mode

Multimode Virtual Kiosk Demonstration Matrix

HTML-Encoded Brandkey(TM) Button	HTML-Encoded Document	HTML-Encoded Image	HTML-Encoded Desktop Icon
Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase
Cirque Du Soleil	Simplex	Simplex	Simplex
Lego	Complex	Complex	Complex

Service-Specific
Virtual Kiosk

FIG. 46C3

http://www.brandkeysystems.com/bk_systems/index_demonstrations.html

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Brandkey systems

Brandkey Systems Benefits

► Brandkey Systems

► Brandkey Create

► Brandkey Deliver

► Brandkey Advertise

► Brandkey Promote

► Multimode Virtual Kiosks

• Product-Specific Virtual Kiosks

• Service-Specific Virtual Kiosks

• Vendor-Specific Virtual Kiosks

• Service-Provider-Specific Virtual Kiosks

• Retailer-Specific Virtual Kiosks

• Industry-Specific Virtual Kiosks

• Corporate-Specific Virtual Kiosks

Brandkey create

Brandkey deliver

Brandkey advertise

Brandkey promote

Brandkey Systems Benefits

Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mode

Multimode Virtual Kiosk Demonstration Matrix

HTML-Encoded Brandkey(TM) Button	HTML-Encoded Document	HTML-Encoded Image	HTML-Encoded Desktop Icon
Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase
Simplex	Simplex	Simplex	Simplex
Complex	Complex	Complex	Complex

Retailer-Specific Virtual Kiosk

FIG. 46 C5


[Home](#) | [About Us](#) | [Investors](#) | [Careers](#) | [Site Map](#) | [Contact Us](#) | [Help](#) | [Log'n](#)
[Brandkey systems](#)
[Brandkey create](#)
[Brandkey deliver](#)
[Brandkey advertise](#)
[Brandkey promote](#)
[Brandkey systems](#) | [Brandkey create](#) | [Brandkey deliver](#) | [Brandkey advertise](#) | [Brandkey promote](#)
[Brandkey Systems](#)
[Brandkey Create](#)
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[Brandkey Advertise](#)
[Brandkey Promote](#)
[Multimode Virtual Kiosks](#)
[Product-Specific Virtual Kiosks](#)
[Service-Specific Virtual Kiosks](#)
[Vendor-Specific Virtual Kiosks](#)
[Service-Provider-Specific Virtual Kiosks](#)
[Retailer-Specific Virtual Kiosks](#)
[Industry-Specific Virtual Kiosks](#)
[Corporate-Specific Virtual Kiosks](#)

Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mode

Multimode Virtual Kiosk Demonstration Matrix

HTML-Encoded Brandkey(TM) Button	HTML-Encoded Document	HTML-Encoded Image	HTML-Encoded Desktop Icon
Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase
Simplex	Simplex	Simplex	Simplex
Complex	Complex	Complex	Complex

Industry-Specific Virtual Kiosk

Fig. 46 C6



Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Login

Brandkey systems | Brandkey create | Brandkey deliver | Brandkey advertise | Brandkey promote |
 Brandkey systems Brandkey create Brandkey deliver Brandkey advertise Brandkey promote
 Brandkey systems Brandkey create Brandkey deliver Brandkey advertise Brandkey promote

Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mode

- Brandkey Systems
- Brandkey Create
- Brandkey Deliver
- Brandkey Advertise
- Brandkey Promote
- Multimode Virtual Kiosks
 - Product-Specific Virtual Kiosks
 - Service-Specific Virtual Kiosks
 - Vendor-Specific Virtual Kiosks
 - Service-Provider-Specific Virtual Kiosks
 - Retailer-Specific Virtual Kiosks
 - Industry-Specific Virtual Kiosks
 - Corporate-Specific Virtual Kiosks

Multimode Virtual Kiosk Demonstration Matrix

HTML-Encoded Brandkey(TM) Button	HTML-Encoded Document	HTML-Encoded Image	HTML-Encoded Desktop Icon
Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase
Simplex	Simplex	Simplex	Simplex
Complex	Complex	Complex	Complex

Corporate-Specific Virtual Kiosk

FIG. 46C7

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- ▶ Network Tutorial
- ▶ Login
- ▶ Logout
- ▶ Forgot Password
- ▶ Brandkey Systems
- ▶ Brandkey Create
- ▶ Brandkey Deliver
- ▶ Brandkey Advertise
- ▶ Brandkey Promote

Brandkey systems

Brandkey create

Brandkey deliver

Brandkey advertise

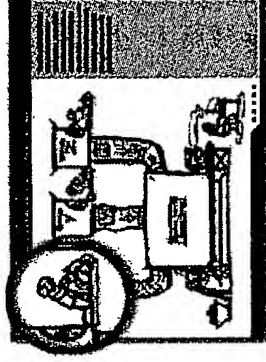
Brandkey promote

Brandkey Systems Corporation

Brandkey Systems Tutorials Suite - Standard Demonstration Mode

Network Tutorial

Create Interactive Brand Information designed to communicate the essential value and character.




System Tutorials

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with.

FIG. 46D

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[Brandkey systems](#) | [Brandkey create](#) | [Brandkey deliver](#) | [Brandkey advertise](#) | [Brandkey promote](#)
[Brandkey Systems Essentials](#) | [Brandkey Systems](#) | [Brandkey Systems](#) | [Brandkey Systems](#) | [Brandkey Systems](#) | [Brandkey Systems](#) | [Brandkey Systems](#) | [Brandkey Systems](#)

[Launch Control Panel for Registering with Brandkey Systems Network](#)

[Brandkey Systems Registration Application](#)

Brandkey Systems Registration Suite - Standard Demonstration Mode

Register with Brandkey Systems
 Create Interactive Brand Information Networks designed to communicate the essential value and character.

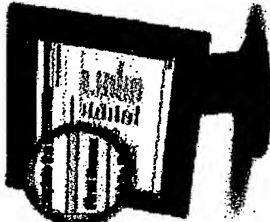


FIG. 46E1

Brandkey
systems

Registration Application

Control Panel for Registering with Brandkey Systems Network

Standard Demonstration Mode

Control Panel for Registering with Brandkey Systems Network

Create Interactive Brand Information Networks designed communicate essential value and character associated with your branded essential value and character associated essential value and.

Personal Information

Complete the Brandkey System

First Name:	
Middle Name:	

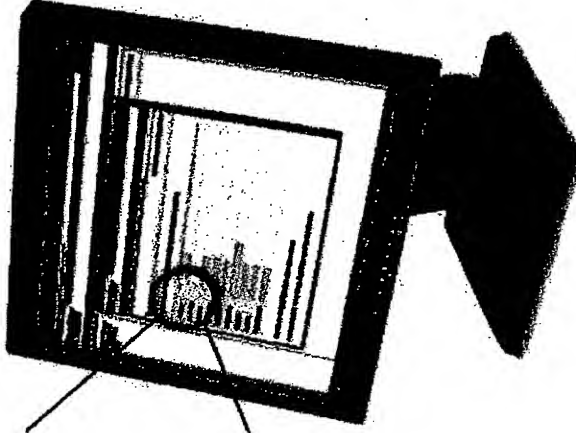


FIG. 46E2

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Registration Application

Personal Information Brand Entry Information Applicant and Relationship Registration Confirmation

Control Panel for Registering with Brandkey Systems Network

Standard Demonstration Mode

Personal Information

Complete the Brandkey Systems Registration Form. Please provide your personal information below.

First Name:

Phone Number:

Middle Initial:

Fax Number:

Last Name:

E-mail Address:

User Name:

Password:

Confirm Password:

Please keep your User Name and Password in a secure location for future use.

If User Name already exists: The User Name you selected already exists. Please select a different one.

Next

FIG. 46E3

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Control Panel for Registering with Brandkey Systems Network

Registration Application

Brand Information | Trademark Information | Product/Service Information | Applicant/Brand Relationship | Registration Confirmation

Standard Demonstration Mode

Brand Entity Information

Please identify the consumer product/service brands with which you are associated and the legal owner of the brands. You must provide the full information for each Brand Entity.

Brand Entity Name	Trademark (TM) Service Mark (SM)	Product Descriptor (PD) Service Descriptor (SD)	Category	U.S. Registration No	Brand Owner
<input type="text"/>	<input type="text"/>	<input type="text"/>	Automotive	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	Automotive	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	Automotive	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	Automotive	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	Automotive	<input type="text"/>	<input type="text"/>

Back Next

FIG. 46E4

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Control Panel for Registering with Brandkey Systems Network

Registration Application

Personal Information Applicant's Entity Information Applicant's Brand Relationship Registration Confirmation

Applicant's Brand Relationship

Standard Demonstration Mode

Please specify the nature of your relationship with the owner of the above specified Brand Entities.

- ☐ Here will go the text for this box number 1
- ☐ Here will go the text for this box number 2
- ☐ Here will go the text for this box number 3
- ☐ Here will go the text for this box number 4
- ☐ Here will go the text for this box number 5
- ☐ Here will go the text for this box number 6

Submit

AS 46ES

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Registration Application

Personal Information Brandkey Information Application Brand Relationship Registration Confirmation

Registration Confirmation

Standard Demonstration Mode

Thank you for completing the Initial Brandkey Systems Registration Application. Your registration information has been forwarded to Brandkey Systems Corporation and you shall be contacted shortly to complete the Application.

Control Panel for Registering with Brandkey Systems Network

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FIG 46E6

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[Home](#) | [About Us](#) | [Investors](#) | [Careers](#) | [Site Map](#) | [Contact Us](#) | [Help](#) | [Login](#)

[Brandkey systems](#) | [Brandkey create](#) | [Brandkey deliver](#) | [Brandkey advertise](#) | [Brandkey promote](#)

[Brandkey Systems Benefits](#) | [Brandkey Information Suite](#) | [Brandkey Sales](#) | [Brandkey Account Administration](#)

[Launch Control Panel for Administering Users](#)
[Launch Control Panel for Administering Accounts](#)
[Launch Control Panel for Administering Ad/Promo Privileges](#)

User/Account Administration Suite - Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Administer Account Users

Create Interactive Brand Information designed to communicate the essential value and character.

Administer Account

Create Interactive Brand Information Networks designed to communicate the essential value and character.

Set Ad/Promo Shelf Rights

Create Interactive Brand Information Networks designed to communicate the essential value and character.

FIG. 46 F



Search/Edit User

Add New User

Control Panel for Administering Users

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

Create Interactive Brand Information Networks designed to communicate essential value and character associated with your branded essential value and character associated essential value and.

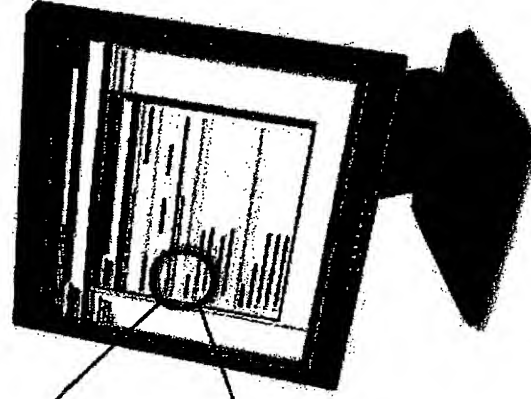
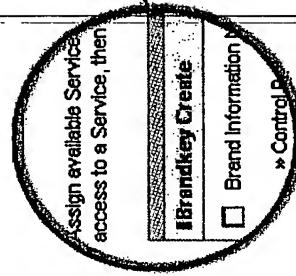


FIG. 46G1

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08/10/1987

User Name: John Smith

e-mail address here

44 | 4 Back 1 2 3 4 5 6 7 8 9 10 Next ▶▶▶

FG 46 G3

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Search/Edit User: Add New User
Search for User: Back User: Edit User: Update User: Access Rights

Control Panel for Administering Users

Standard Demonstration Mode

Edit User Information

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Update the User Information. Click Next to save any changes and view assigned Services.

First Name:

Thomas

Middle Initial:

J.

Last Name:

Perkowski

Phone Number:

203-406-0723

Fax Number:

203-

E-mail Address:

...@brandkeysystems.com

User Name:

Thomas

Password:

Perkowski

Active:



Confirm Password:

Perkowski

Back Next

FIG. 46 G4

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Add New User

Get the information

THE NEW YORK PUBLIC LIBRARY

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1994-2004: 100-2000

Client Account No: 7145001

User Name: John Smith

Assign available Services to Valbhava Muchhal. If you wish to remove access to any Service, then uncheck it from the list below. If you wish to grant access to a Service, then check it on the list below. Click Update to save your changes.

☐ Brand Knowledge Network Management Suite contains:

» Control Panel for Managing Brand Knowledge Network

» Control Panel for Managing Brand Knowledge Network

☐ Brand Building Web Resources Hosting Suite contains:

➤ **Control Panel for Hosting Brand Building Web Resources**

Virtual Kiosk Generation Suite contains:

» Control Panel for Generating Product-Specific Virtual Kiosks

❖ Control Panel for Generating Service-Specific Virtual Kiosks

☐ **✖ Control Panel for Generating Vendor-Specific Virtual Kiosks**

» Control Panel for Generating Service-Provider-Specific Virtual Kiosks

☐ **» Control Panel for Generating Retailer-Specific Virtual Kiosks**

» Control Panel for Generating Industry-Specific Virtual Kiosks

☐ **Control Panel for Generating Corporate-Specific Virtual Kiosks**

Virtual Kiosk Installation Suite contains:

Virtual Kiosk Installation Suite contains:

http://www.brandkexsystems.com/bk-systems/a_launch_user_search-4.html
<http://www.brandkexsystems.com/bk-systems/FPV5junohef7ng.htm>

5/7/2003



Search/Edit User

Add New User

System Admin Sales Admin Edit User Information Add New User

Update User Access Rights

Control Panel for Administering Users

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Assign available Services to Valbhava Muchhal. If you wish to remove access to any Service, then uncheck it from the list below. If you wish to grant access to a Service, then check it on the list below. Click Update to save your changes.

Brandkey Create

☐ Brand Information Network Management Suite contains:

» Control Panel for Managing Brand Information Network

☐ Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

Brandkey Deliver

Virtual Kiosk Generation Suite contains:

☐ » Control Panel for Generating Product-Specific Virtual Kiosks

☐ » Control Panel for Generating Service-Specific Virtual Kiosks

☐ » Control Panel for Generating Vendor-Specific Virtual Kiosks

☐ » Control Panel for Generating Service-Provider-Specific Virtual Kiosks

☐ » Control Panel for Generating Retailer-Specific Virtual Kiosks

☐ » Control Panel for Generating Industry-Specific Virtual Kiosks

☐ » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

FIG. 46G.5

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- ☐ * Control Panel for Installing Product-Specific Virtual Kiosks
- ☐ * Control Panel for Installing Service-Specific Virtual Kiosks
- ☐ * Control Panel for Installing Vendor-Specific Virtual Kiosks
- ☐ * Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- ☐ * Control Panel for Installing Retailer-Specific Virtual Kiosks
- ☐ * Control Panel for Installing Industry-Specific Virtual Kiosks
- ☐ * Control Panel for Installing Corporate-Specific Virtual Kiosks

Brandkey Advertise

- ☐ Virtual Kiosk Advertising Campaign Management Suite contains:
 - * Control Panel for Managing Advertising Campaigns

Brandkey Promote

- ☐ Virtual Kiosk Promotional Campaign Management Suite contains:
 - * Control Panel for Managing Promotional Campaigns



FIG. 4696

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Search: Edit User: Add New User

Search for User: Select User: Edit User Information: Add New User: Add New User

Confirm User Information

☐ Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Your User information has been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

First Name: John

Middle Name:

Last Name: Smith

Phone Number: 203-555-0777

Fax Number: 203-555-0778

E-mail Address: jsmith@disney.com

User Name: John

Password: Smith

Confirm Password: Smith

Active: ☒

Brandkey Create

☒ Brand Information Network Management Suite contains:

» Control Panel for Managing Brand Information Network

☒ Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

Control Panel for Administering Users

Standard Demonstration Mode

FIG. 4667

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Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- ✓ » Control Panel for Generating Product-Specific Virtual Kiosks
- X » Control Panel for Generating Service-Specific Virtual Kiosks
- X » Control Panel for Generating Vendor-Specific Virtual Kiosks
- X » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Industry-Specific Virtual Kiosks
- X » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

- ✓ » Control Panel for Installing Product-Specific Virtual Kiosks
- X » Control Panel for Installing Service-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Vendor-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- X » Control Panel for Installing Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Industry-Specific Virtual Kiosks
- X » Control Panel for Installing Corporate-Specific Virtual Kiosks

Brandkey Advertise

Virtual Kiosk Advertising Campaign Management Suite contains:

- » Control Panel for Managing Advertising Campaigns

Brandkey Promote

Virtual Kiosk Promotional Campaign Management Suite contains:

- » Control Panel for Managing Promotional Campaigns

FIG. 46 G 8





Search/Edit User

Add New User

Client Account No. 7145001

Add User Information

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

Please enter the required information and click Next to add the New User and assign the User access to Services.

First Name:

Middle Initial:

Last Name:

Phone Number:

Fax Number:

E-mail Address:

User Name:

Password:

Confirm Password:



FIG. 46 H1

2901046



Search/Edit User Add New User
Virtual User Information Control System

Control Panel for Administering Users

Standard Demonstration Mode

Configure User Access Rights

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Assign Valbhava Muchhal access to any available Service by checking it from the list below.

Brandkey Create

- ☐ Brand Information Network Management Suite contains:
 - » Control Panel for Managing Brand Information Network
- ☐ Brand Building Web Resources Hosting Suite contains:
 - » Control Panel for Hosting Brand Building Web Resources

Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- ☐ » Control Panel for Generating Product-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Service-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Vendor-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Retailer-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Industry-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

- ☐ » Control Panel for Installing Product-Specific Virtual Kiosks

FIG. 46H2

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- ☐ ** Control Panel for Installing Service-Specific Virtual Kiosks
- ☐ ** Control Panel for Installing Vendor-Specific Virtual Kiosks
- ☐ ** Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- ☐ ** Control Panel for Installing Retailer-Specific Virtual Kiosks
- ☐ ** Control Panel for Installing Industry-Specific Virtual Kiosks
- ☐ ** Control Panel for Installing Corporate-Specific Virtual Kiosks

■ Brandkey Advertise

- ☐ Virtual Kiosk Advertising Campaign Management Suite contains:
 - ** Control Panel for Managing Advertising Campaigns

■ Brandkey Promote

- ☐ Virtual Kiosk Promotional Campaign Management Suite contains:
 - ** Control Panel for Managing Promotional Campaigns

FIG. 4643

Back

Submit

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Search/Edit User Add New User

Web User Information Control Panel for Managing Users

Control Panel for Administering Users

Standard Demonstration Mode

Confirm User Information

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The New User, Vaibhava Muchhal has been added. Please review and confirm the User Information below. If any information is not correct, then click Edit to correct and update.

First Name: John
Middle Name:
Last Name: Smith
Phone Number: 203-555-0777
Fax Number: 203-555-0778
E-mail Address: jsmith@disney.com
User Name: John
Password: Smith
Confirm Password: Smith
Active: ☒

Brandkey Create

☒ Brand Information Network Management Suite contains:

» Control Panel for Managing Brand Information Network

☒ Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

FIG 46 H4

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■ Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- ✓ » Control Panel for Generating Product-Specific Virtual Kiosks
- X » Control Panel for Generating Service-Specific Virtual Kiosks
- X » Control Panel for Generating Vendor-Specific Virtual Kiosks
- X » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Industry-Specific Virtual Kiosks
- X » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

- ✓ » Control Panel for Installing Product-Specific Virtual Kiosks
- X » Control Panel for Installing Service-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Vendor-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- X » Control Panel for Installing Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Industry-Specific Virtual Kiosks
- X » Control Panel for Installing Corporate-Specific Virtual Kiosks

■ Brandkey Advertise

✓ Virtual Kiosk Advertising Campaign Management Suite contains:

- » Control Panel for Managing Advertising Campaigns

■ Brandkey Promote

X Virtual Kiosk Promotional Campaign Management Suite contains:

- » Control Panel for Managing Promotional Campaigns

R19. 46 H5

Edit Confirm



Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Standard Demonstration Mode

Control Panel for Administering Accounts

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create Interactive Brand Information Networks designed to communicate essential value and character associated with your branded essential value and character associated essential value and.

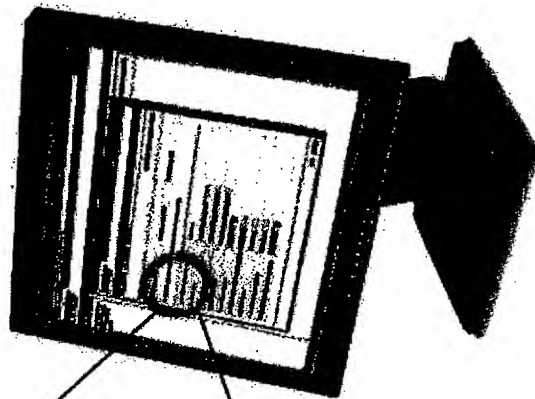
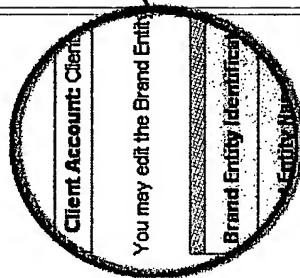


FIG. 46 I 1

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Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Control Panel for Administering Accounts

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may update Client Information here.

Client Name:	<input type="text"/>
Client Address:	<input type="text"/>
City:	<input type="text"/>
State:	All United States <input checked="" type="checkbox"/>
Zip/Postal Code:	<input type="text"/>
Country:	United States <input checked="" type="checkbox"/>
Phone Number:	<input type="text"/>
Fax Number:	<input type="text"/>

E-mail Address:	<input type="text"/>
Company Website:	<input type="text" value="http://"/>
Contact Person:	<input type="text"/>
Contact Phone Number:	<input type="text"/>
Contact Fax Number:	<input type="text"/>
Contact E-mail Address:	<input type="text"/>
MIN:	<input type="text"/>
SPIN:	<input type="text"/>

Submit

FIG. 46 I 2

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Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Standard Demonstration Mode

Update Administrator Information

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may update your Administrator Information here. Click Next to edit your Administrator Access Rights.

First Name:

Middle Initial:

Last Name:

Phone Number:

Fax Number:

E-mail Address:

User Name:

Password:

Confirm Password:



FIG. 46I3

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Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Update User Access Rights

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

You may edit your Administrator Access Rights here. Uncheck any Services to which you no longer wish to have access. Check any Services to which you wish to add access.

Brand Entity Name:

Product Descriptor (PD):

Service Descriptor (SD):

Product/Service Category:

Automotive

US Trademark Registration Number:

Legal Owner of Brand Entity:

Year Brand Entity was Established:

Relationship of Administrator to Legal Owner:

Brand Manager

Brandkey Create

☐ Brand Knowledge Network Management Suite contains:

» Control Panel for Managing Brand Knowledge Network

☐ Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

FIG. 46I4

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Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Standard Demonstration Mode

Update User Access Rights

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may edit your Administrator Access Rights here. Uncheck any Services to which you no longer wish to have access. Check any Services to which you wish to add access.

■ Brandkey Create

☐ Brand Information Network Management Suite contains:

» Control Panel for Managing Brand Information Network

☐ Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

■ Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- ☐ » Control Panel for Generating Product-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Service-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Vendor-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Retailer-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Industry-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

■

FIG. 46 I 5A

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- ☐ » Control Panel for Installing Product-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Service-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Vendor-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Retailer-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Industry-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Corporate-Specific Virtual Kiosks

■ Brandkey Advertise

- ☐ Virtual Kiosk Advertising Campaign Management Suite contains:
 - » Control Panel for Managing Advertising Campaigns

■ Brandkey Promote

- ☐ Virtual Kiosk Promotional Campaign Management Suite contains:
 - » Control Panel for Managing Promotional Campaigns

Back

Submit

FIG. 46I5B



Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Standard Demonstration Mode

Control Panel for Administering Accounts

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Your Administrator Information has been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

First Name: John
Middle Name:
Last Name: Smith
Phone Number: 203-555-0777
Fax Number: 203-555-0778
E-mail Address: jsmith@disney.com
User Name: John
Password: Smith
Confirm Password: Smith
Active: ☒

Brandkey Create

☒ Brand Information Network Management Suite contains:

» Control Panel for Managing Brand Information Network

☒ Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

FIG. 46I6

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■ Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- ✓ » Control Panel for Generating Product-Specific Virtual Kiosks
- X » Control Panel for Generating Service-Specific Virtual Kiosks
- X » Control Panel for Generating Vendor-Specific Virtual Kiosks
- X » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Industry-Specific Virtual Kiosks
- X » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

- ✓ » Control Panel for Installing Product-Specific Virtual Kiosks
- X » Control Panel for Installing Service-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Vendor-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- X » Control Panel for Installing Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Industry-Specific Virtual Kiosks
- X » Control Panel for Installing Corporate-Specific Virtual Kiosks

■ Brandkey Advertise

✓ Virtual Kiosk Advertising Campaign Management Suite contains:

- » Control Panel for Managing Advertising Campaigns

■ Brandkey Promote

X Virtual Kiosk Promotional Campaign Management Suite contains:

- » Control Panel for Managing Promotional Campaigns

AQ. 4617



Control Panel for Administering Accounts

Update Company Info · Update Admin Info · Update Available Services · Edit Brand Entity Info · Certify Ad Agents · Certify Promo Agents

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may update the list of Services available to your Client Account here. Uncheck any Services you no longer wish to access. Check any Services to which you wish to add access. Your request for Additional Services will be sent to your Account Manager for review and approval of the requested Services.

■ Brandkey Create

☐ Brand Information Network Management Suite contains:

» Control Panel for Managing Brand Information Network

☐ Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

■ Brandkey Deliver

Virtual Kiosk Generation Suite contains:

☐ » Control Panel for Generating Product-Specific Virtual Kiosks☐ » Control Panel for Generating Service-Specific Virtual Kiosks☐ » Control Panel for Generating Vendor-Specific Virtual Kiosks☐ » Control Panel for Generating Service-Provider-Specific Virtual Kiosks☐ » Control Panel for Generating Retailer-Specific Virtual Kiosks☐ » Control Panel for Generating Industry-Specific Virtual Kiosks☐ » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

FIG. 46I8

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- ☐ * Control Panel for Installing Product-Specific Virtual Kiosk
- ☐ * Control Panel for Installing Service-Specific Virtual Kiosk
- ☐ * Control Panel for Installing Vendor-Specific Virtual Kiosk
- ☐ * Control Panel for Installing Service-Provider Specific Virtual Kiosk
- ☐ * Control Panel for Installing Retailer-Specific Virtual Kiosk
- ☐ * Control Panel for Installing Industry-Specific Virtual Kiosk
- ☐ * Control Panel for Installing Corporate-Specific Virtual Kiosk

■ Brandkey Advertise

- ☐ Virtual Kiosk Advertising Campaign Management Suite contains:
 - * Control Panel for Managing Advertising Campaigns

■ Brandkey Promote

- ☐ Virtual Kiosk Promotional Campaign Management Suite contains:
 - * Control Panel for Managing Promotional Campaigns

FIG. 46 I 9

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Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Update Available Services

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

Your request to update your Available Services has been sent to your Account Manager, who will review the request and update your Client Account appropriately.

Once your Services have been updated, you will receive an e-mail from your Account Manager advising you that your request has been approved.

If you requested Additional Services and the request has been approved, then you will need to assign Users to those Services.

If you requested for Services to be removed, then Users' Access Rights to those Services will be automatically removed by the System when those Services are removed from your Client Account.

FIG. 46I10

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Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Standard Demonstration Mode

Add New Brand Entity

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please enter the Brand Entity Information requested below to add a new Brand Entity to your Client Account. If you do not wish to add a new Brand Entity, then click Next to select the Brand Entity you wish to edit

Brand Entity Name:

Product Descriptor (PD):

Service Descriptor (SD):

Product/Service Category:

US Trademark Registration Number:

Legal Owner of Brand Entity:

Year Brand Entity was Established:

Relationship of Administrator to Legal Owner:

Brand Manager

Add Trademarks

Next

FIG 46 I 11

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Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents
 Add New Brand Entity | Edit Brand Entity | Edit Brand Entity

Add New Brand Entity

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please enter the Brand Entity Information requested below to add a new Brand Entity to your Client Account. Click the Add Trademarks button to add new Trademarks or Servicemarks for the Brand Entity you entered on this screen. If you do not wish to add a new Brand Entity, then click Next to select the Brand Entity you wish to edit

Brand Entity Name:

Product Descriptor (PD):

Service Descriptor (SD):

Product/Service Category:

US Trademark Registration Number:

Legal Owner of Brand Entity:

Year Brand Entity was Established:

Relationship of Administrator to Legal Owner:

Automotive

Brand Manager

Add Trademarks Next

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Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Add New Brand Entity | Edit Existing Brand Entity | Edit Brand Entity

Standard Demonstration Mode

Add Trademark/Service Mark Portfolio

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please enter the Trademarks for the new Brand Entity added to your Client Account. If the Trademark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Trademark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the Trademark Portfolio.

Please enter the Service Marks for the new Brand Entity added to your Client Account. If the Service Mark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Service Mark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the Service Mark Portfolio.

Click the Next button to edit existing Brand Entities linked to your Client Account.

Portfolio of Trademarks (TM)/Service Marks (SM):

New Text-Based Trademark/Service Mark:

New File-Based Trademark/Service Mark:

Browse

Update Next

FIG 46 I12

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Control Panel for Administering Accounts

Update Company Info < | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Standard Demonstration Mode

Select Brand Entity

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Please select the Brand Entity you wish to edit by clicking on the Brand Entity Identification Number.

Brand Entity Identification Number	Trademark (TM) / Servicemark (SM)	Product Descriptor (PD) / Service Descriptor (SD)	US Trademark / Servicemark Registration No.	Legal Owner of Brand Entity	Relationship of Administrator to Legal Owner
<u>9909930-00939</u>	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship
<u>9909930-00939</u>	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship
<u>9909930-00939</u>	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship
<u>9909930-00939</u>	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship
<u>9909930-00939</u>	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship

4 | 4 Back 1 2 3 4 5 Next | >>

FIG. 46 I 13

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Control Panel for Administering Accounts

[Update Company Info](#) |
 [Update Admin Info](#) |
 [Update Available Services](#) |
 [Edit Brand Entity Info](#) |
 [Certify Ad Agents](#) |
 [Certify Promb Agents](#)

Standard Demonstration Mode

EDIT BRAND ENTITY

☐ Client Account: DISNEY
 ☐ Client Account No: 7145001
 ☐ User Name: John Smith

You may edit the Brand Entity Information here. Click Submit to save the changes you make.

Brand Entity Identification Number:	09009876-09
Brand Entity Name:	<input type="text" value="Here will go the trademark"/>
Product Descriptor (PD):	<input type="text" value="Here will go the product description"/>
Service Descriptor (SD):	<input type="text" value="Here will go the service description"/>
Product/Service Category:	Automotive <input checked="" type="checkbox"/>
US Trademark/Service mark Registration Number:	<input type="text" value="098909388-098"/>
Legal Owner Brand:	<input type="text" value="Brand owner"/>
Year Brand Entity was Established:	<input type="text" value="Name of owner"/>
Relationship of Administrator to Legal Owner:	Brand Manager <input checked="" type="checkbox"/>

FIG. 46 I14

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Control Panel for Administering Accounts

- Update Company Info
- Update Admin Info
- Update Available Services
- Edit Brand Entity Info
- Certify Ad Agents
- Certify Promo Agents
- Add New Brand Entity
- Select Brand Entity
- Edit Brand Entity

Standard Demonstration Mode

EDIT A SELECTED BRAND ENTITY

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Please edit the Trademarks for the selected Brand Entity. If the Trademark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Trademark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the Trademark Portfolio.

Please edit the Service Marks for the selected Brand Entity. If the Service Mark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Service Mark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the Servicemark Portfolio.

Click the Update button to save your changes.

Portfolio of Trademarks (TM)/Service Marks (SM):

New Text-Based Trademark/Service Mark:	<input type="text"/>
New Image-Based Trademark/Service Mark:	<input type="text"/> <input type="button" value="Browse"/>

FIG. 46 F15

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Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Standard Demonstration Mode

Confirm Brand Entity Information

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Your Brand Entity Information has been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

Brand Entity Identification Number:

09009876-09

Brand Entity Name:

Here will go the brand entity name

Product Descriptor (PD):

Here will go the product description

Service Descriptor (SD):

Here will go the service description

Product/Service Category:

Automotive

US Trademark/Service Mark Registration Number: 098909388-098

Legal Owner Brand:

Brand owner

Year Brand Entity was Established:

1921

Relationship of Administrator to Legal Owner:

Brand Manager

Portfolio of Trademarks (TM)/Service Marks (SM):

Edit Confirm

FIG. 46 I 16

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Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Standard Demonstration Mode

Update Certified Registered Advertising Agents

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Advertising Agents have been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To decertify any Advertising Agents, simply uncheck their Certified status and click the Submit button.

Advertising Agents	Contact	Phone	E-mail	Certified
Nike	John Smith	203-345-0900	jsmith@nike.com	<input checked="" type="checkbox"/>
Compusa	John Smith	203-345-0900	jsmith@compusa.com	<input checked="" type="checkbox"/>
IBM	John Smith	203-345-0900	jsmith@ibm.com	<input checked="" type="checkbox"/>

Update Uncertified Registered Advertising Agents

The following Advertising Agents have not been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To certify any Advertising Agents, simply check their Certified status and click the Submit button.

Advertising Agents	Contact	Phone	E-mail	Certified
Nike	John Smith	203-345-0900	jsmith@nike.com	<input type="checkbox"/>
Compusa	John Smith	203-345-0900	jsmith@compusa.com	<input type="checkbox"/>
IBM	John Smith	203-345-0900	jsmith@ibm.com	<input type="checkbox"/>

FIG. 46 I 17

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FIG. 46 I 18



Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Promotional Agents have been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To decertify any Promotional Agents, simply uncheck their Certified status and click the Submit button.

Promotional Agents	Contact	Phone	E-mail	Certified
Nike	John Smith	203-345-0900	jsmith@nike.com	<input checked="" type="checkbox"/>
Compusa	John Smith	203-345-0900	jsmith@compusa.com	<input checked="" type="checkbox"/>
IBM	John Smith	203-345-0900	jsmith@ibm.com	<input checked="" type="checkbox"/>

Update Uncertified Registered Promotional Agents

The following Promotional Agents have not yet been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To certify any Promotional Agents, simply check their Certified status and click the Submit button.

Promotional Agents	Contact	Phone	E-mail	Certified
Nike	John Smith	203-345-0900	jsmith@nike.com	<input type="checkbox"/>
Compusa	John Smith	203-345-0900	jsmith@compusa.com	<input type="checkbox"/>
IBM	John Smith	203-345-0900	jsmith@ibm.com	<input type="checkbox"/>

FIG. 46 I 19

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FIG. 46 IZO



View/Edit Ad/Promo Privileges For Installed Virtual Kiosks

Control Panel for Administering Ad/Promo Privileges

Standard Demonstration Mode

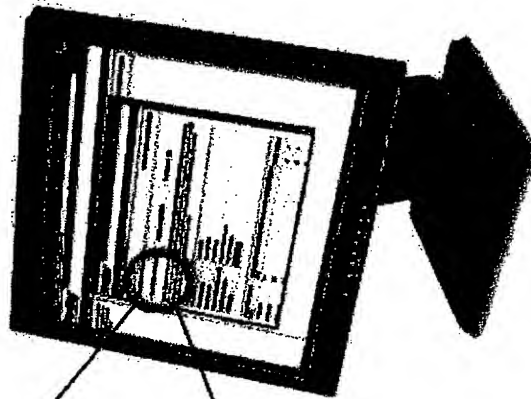
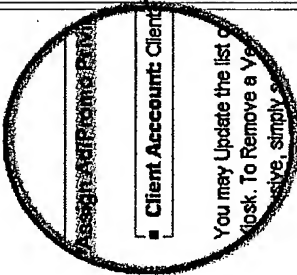
Control Panel for Administering Ad/Promo Privileges

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create Interactive Brand Information Networks designed to communicate essential value and character associated with your branded essential value and character associated essential value and.



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FIG. 46J1



View/Edit AdPromo Privileges For Installed Virtual Kiosks

Control Panel for Administering AdPromo Privileges

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Virtual Kiosks have been installed. Click on the Virtual Kiosk Serial Number to view detailed information about the Types of Advertisement and Promotion Privileges assigned to the Virtual Kiosk.

Virtual Kiosk Serial Number	Virtual Kiosk Name	Virtual Kiosk Type	Virtual Kiosk Installation Location	Privilege Type
<u>Virtual Kiosk ID 1</u>	Virtual Kiosk name 1	Virtual Kiosk Type 1	Virtual Kiosk Installation Location 1	Privilege Type 1
<u>Virtual Kiosk ID 2</u>	Virtual Kiosk name 2	Virtual Kiosk Type 2	Virtual Kiosk Installation Location 2	Privilege Type 2
<u>Virtual Kiosk ID 3</u>	Virtual Kiosk name 3	Virtual Kiosk Type 3	Virtual Kiosk Installation Location 3	Privilege Type 3
<u>Virtual Kiosk ID 4</u>	Virtual Kiosk name 4	Virtual Kiosk Type 4	Virtual Kiosk Installation Location 4	Privilege Type 4
<u>Virtual Kiosk ID 5</u>	Virtual Kiosk name 5	Virtual Kiosk Type 5	Virtual Kiosk Installation Location 5	Privilege Type 5

Back 1 2 3 4 5 Next

FIG. 46J2

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View/Edit AdPromo Privileges For Installed Virtual Kiosks

Control Panel for Administering AdPromo Privileges

Standard Demonstration Mode

Assign AdPromo Privileges

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may Update the list of Vendors and Service Providers who have been assigned Advertisement and Promotional Privileges on the selected Virtual Kiosk. To Remove a Vendor or Service Provider from the list, simply uncheck the Shared checkbox. To make a Vendor's or Service Provider's Privileges exclusive, simply select the Exclusive radio button. To assign more Vendors or Service Providers to the selected Virtual Kiosk, click on the Add Vendor/Service Provider button. Click the Submit button to save your changes.

Virtual Kiosk ID:

Virtual Kiosk Name:

Virtual Kiosk Type:

Virtual Kiosk Installation Location:

Virtual Kiosk Installed By:

Privilege Type:

Virtual Kiosk ID

Virtual Kiosk Name

Virtual Kiosk Type

Virtual Kiosk Installation Location

Virtual Kiosk Installed By

Not Allowed

Vendor/Service Provider Name

Vendor name 1

Vendor name 2

Vendor name 3

Vendor name 4

Vendor name 5

Manufacturer Identification Number (MIN) / Service Provider Identification Number (SPIN)

MIN 1

MIN 2

MIN 3

MIN 4

MIN 5

☒

☒

☒

☒

☒

☐

☐

☐

☐

☐

Shared Exclusive

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FIG. 46 J3

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Add Vendor

Submit

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FIG. 46 J4



View/Edit Ad/Promo Privileges For Installed Virtual Kiosks

Control Panel for Administering Ad/Promo Privileges

Standard Demonstration Mode

Search for Vendor

☐ Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Vendors/Service Providers to which you wish to assign Advertisement and Promotion Privileges for the selected Virtual Kiosk:

Vendor/Service Provider Name:

Manufacturer Identification Number (MIN)/
Service Provider Identification Number (SPIN):

City:

State:

Zip/Postal Code:

Country:

All United States

United States

Search

FIG 46 K1

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View/Edit AdPromo Privileges For Installed Virtual Kiosks

Select Virtual Kiosk Assign Vendor/Service Privileges

Control Panel for Administering AdPromo Privileges

Standard Demonstration Mode

Assign Vendors

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Vendors/Service Providers to which you wish to assign Advertisement and Promotion Privileges for the selected Virtual Kiosk. Check the Shared checkbox to assign Shared Privileges. Select the Exclusive radio button to assign Exclusive Privileges for a specific Vendor/Service Provider.

Vendor/Service Provider Name	Manufacturer Identification Number (MIN) / Service Provider Identification Number (SPIN)	No. of Products/Services on Virtual Kiosk	Shared	Exclusive
Vendor Name 1	MIN 1	1000	<input type="checkbox"/>	<input type="radio"/>
Vendor Name 2	MIN 2	1000	<input type="checkbox"/>	<input type="radio"/>
Vendor Name 3	MIN 3	1000	<input type="checkbox"/>	<input type="radio"/>
Vendor Name 4	MIN 4	1000	<input type="checkbox"/>	<input type="radio"/>
Vendor Name 5	MIN 5	1000	<input type="checkbox"/>	<input type="radio"/>

Back 1 2 3 4 5 Next

Submit

FIG. 46 K2

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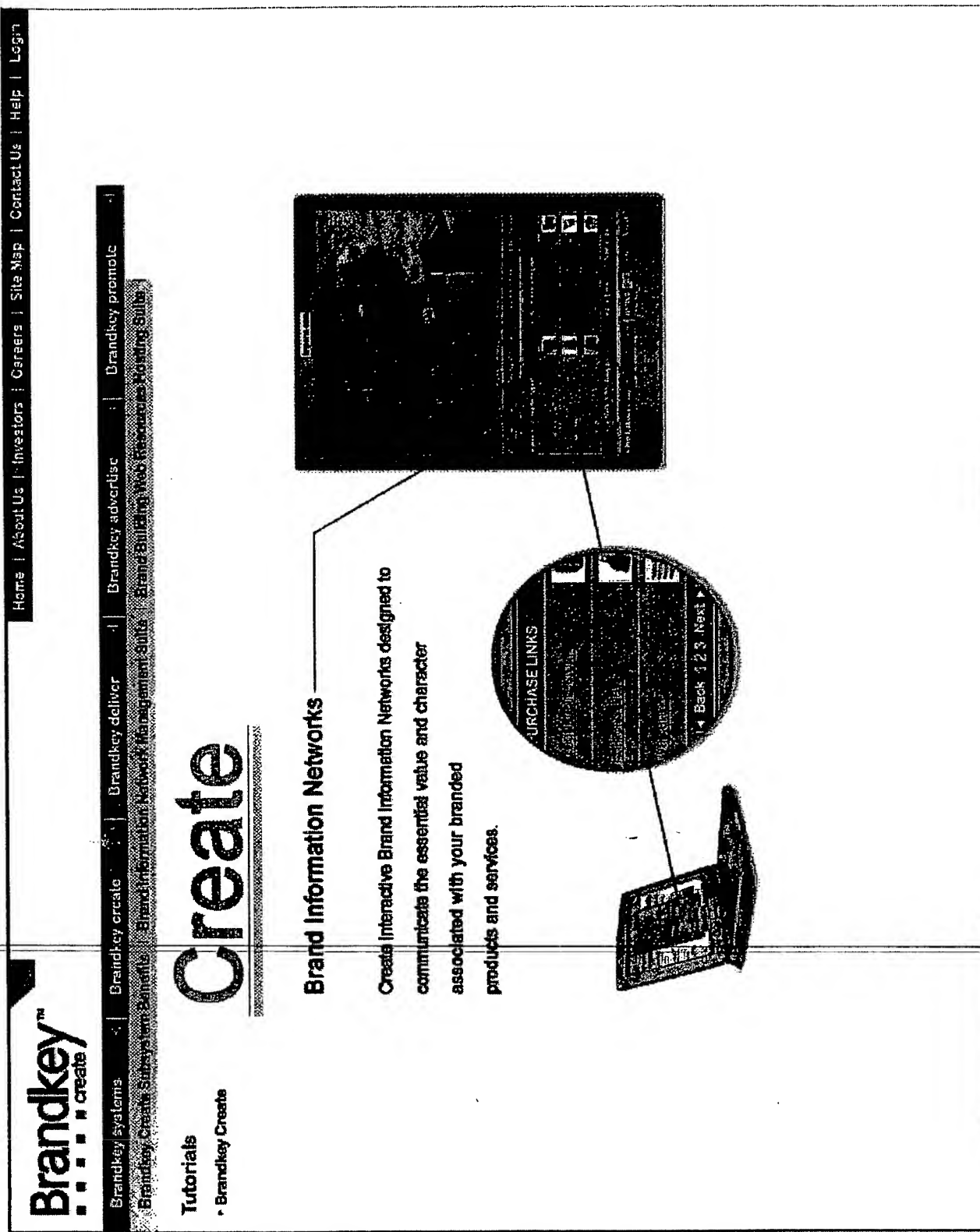


FIG. 47A1

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Brandkey systems

Brandkey create

Brandkey deliver

Brandkey advertisc

Brandkey promote

Brandkey Create Subsystem Benefits

Brand Knowledge Network Management Suite

Brand Building Web Resources Training Suite

Brandkey™ create

Brandkey Create Subsystem Benefits

Brand Managers

Advertising Agents

Promotional Agents

Full Service Agents

Marketing Consultants

Brand Consultants

Trademark Attorneys

Brandkey Create Subsystem Benefits - Standard Demonstration Mode

Brandkey Create™ Subsystem employs the latest advances in cognitive science and learning theory to enable brand managers and their team members to simply create and deploy multi-level interactive audio-visual models of product brands represented in the Brand Knowledge Networks.

These Brand Knowledge Networks are constructed upon a network of brand-building information links located at the nodes in the Brand Knowledge Network. Each node in the Network can be encoded with brand-identifying graphics and audio clips selected by the brand manager's team and will build and reinforce the Brand Image intended by the brand management team.

By bolstering the Intended Brand Image associated with each brand entity registered with the Brandkey Systems™ Network, brand management teams can effectively combat the forces of brand-related confusion, erosion and dilution created by marketplace clutter.

The results of delivering Brand Knowledge Networks to consumers at Internet-based touchpoints before, during and after purchases, are:

- (1) consumers learn about and remember what is relevant and important about the particular brand entities represented by the delivered Brand Knowledge Network;
- (2) brand managers build stronger, more powerful brands in the minds and hearts of consumers; and
- (3) stronger, more powerful brands increase the level of influence that brand manager's have along the manufacturer's distribution channels.

FIG. 47AZ

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[Home](#) | [About Us](#) | [Investors](#) | [Careers](#) | [Site Map](#) | [Contact Us](#) | [Help](#) | [Login](#)

[Brandkey systems](#) | [Brandkey create](#) | [Brandkey deliver](#) | [Brandkey advertis](#) | [Brandkey promote](#)

[Brandkey Create Subsystem Benefits](#) | [Brandkey Create Subsystem Features](#) | [Brandkey Create Subsystem Demo](#) | [Brandkey Create Subsystem Support](#)

► Launch Control Panel for Managing Brand Information Network

Brand Information Network Management Suite - Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.

Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.

Configure Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.

FIG. 47B1

Brandkey
Create

Select Brand Entity

Control Panel for Managing Brand Information Network

Standard Demonstration Mode

Control Panel for Managing Brand Information Network

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.

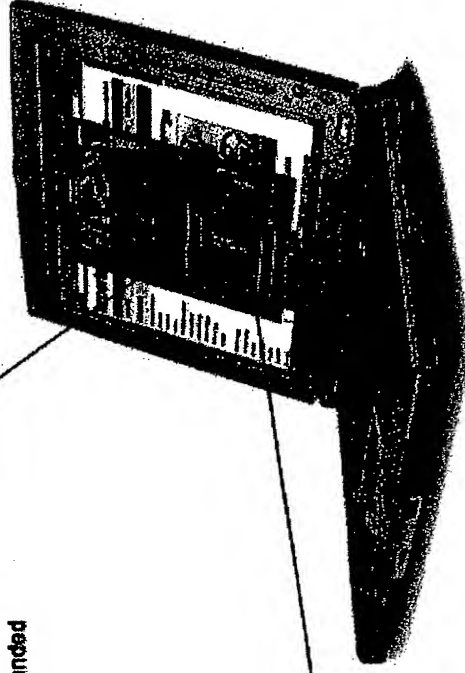
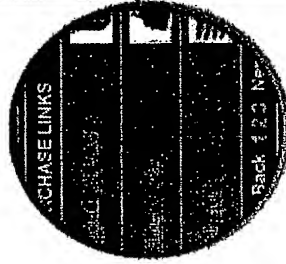


FIG 47B2

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Brandkey
create

Select Brand Entity

Select Brand Entity

Select Brand Entity

Client Account: DISNEY

Client Account No: 7145001

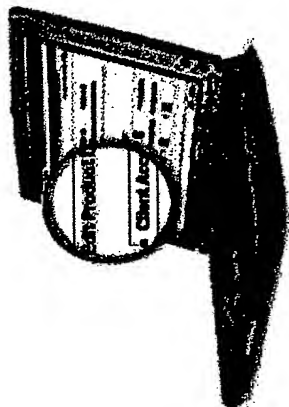
User Name: John Smith

Standard Demonstration Mode

Control Panel for Managing Brand Information Network

Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.

FIG. 47B3

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Select Brand Entity
Select Brand Entity

Select Brand Entity

Client Account: DISNEY

Please select the Brand Entity associated with your Client Account, on which you currently wish to work.

Brand Entity: Brand Entity 1

Control Panel for Managing Brand Information Network

Standard Demonstration Mode

User Name: John Smith

Client Account No: 7145001

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Select

FIG. 47B4



Select Brand Entity

Select Brand Entity

Select Brand Entity

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

Brand Entity 2 has been set as your Current Active Brand Entity. You may select a different Brand Entity at any time by clicking on the Select Brand Entity service.

Control Panel for Managing Brand Information Network

Continue

FIG. 47B5

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Control Panel for Managing Brand Information Network

Select Brand Entry | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Control Panel for Managing Brand Information Network

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.

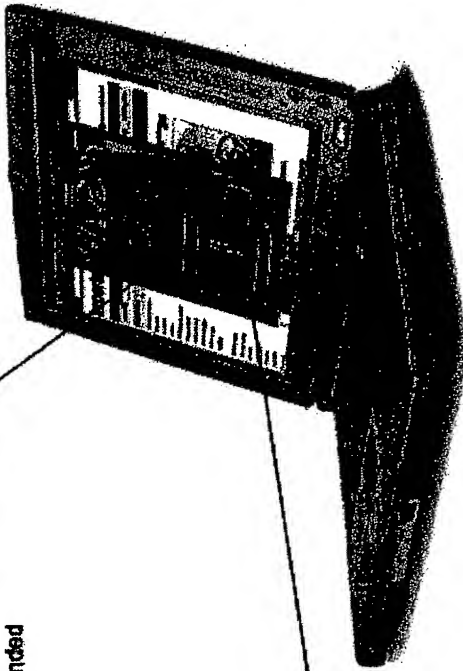
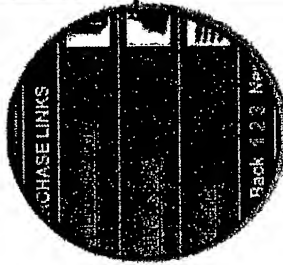


FIG. 47 B6

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Control Panel for Managing Brand Information Network

Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Configure Control Panel

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.

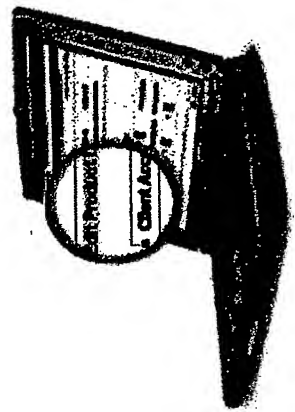


FIG. 47B7

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Control Panel for Managing Brand Information Network

Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Set Number of Nodes

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Set the maximum number of Active Nodes that can be displayed in the Brand Information Network for each of the Vendor's Products.

Set the maximum number of Active Nodes that can be displayed in the Brand Information Network for each of the Service Provider's Services.

Maximum Number of Active Nodes: 3

Next

FIG 47B8

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Control Panel for Managing Brand Information Network

Select Brand Entry | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Select Node Indices

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the different indices which you wish to activate for each Node in your Brand Information Networks.

- ☒ Activate Text Support at Node Link-Indexing
- ☒ Activate Node Label Font Link-Indexing
- ☒ Activate Graphic Image Supported at Node Link-Indexing
- ☒ Activate Sound File Supported at Node Link-Indexing
- ☒ Activate Pre/Post-Purchase Type Link-Indexing
- ☒ Activate Brand Identification Link-Indexing
- ☒ Activate Purchase Enabling Link-Indexing
- ☒ Activate Advertisement/Promotion Link-Indexing
- ☒ Activate Brand Value Indication Measurement
- ☒ Activate Brand Value Voting Selection

NEXT

Fig. 47B9

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Control Panel for Managing Brand Information Network

Manage Product Data Strings

Manage Product Data Links

Configure Control Panel

Select Brand Entity

Select Number of Nodes

Select Node Languages

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Languages you wish to have available for creating Data Link Records. To add a Language, click on the checkbox for that Language. To remove a Language, uncheck the checkbox for that Language. If you remove a Language which has Data Link Records associated with it, then those Data Link Records shall be reset to the default Language which is English. Click Finish to save your changes.

Language
<input type="checkbox"/> English
<input checked="" type="checkbox"/> Spanish
<input checked="" type="checkbox"/> French
<input checked="" type="checkbox"/> German
<input checked="" type="checkbox"/> Japanese
<input checked="" type="checkbox"/> Dutch
<input checked="" type="checkbox"/> Italian
<input checked="" type="checkbox"/> Chinese
<input checked="" type="checkbox"/> Danish

Selected	Language
<input type="checkbox"/>	Austrian
<input checked="" type="checkbox"/>	Brazilian
<input checked="" type="checkbox"/>	Canadian French
<input checked="" type="checkbox"/>	Catalan
<input checked="" type="checkbox"/>	Finnish
<input checked="" type="checkbox"/>	Norwegian
<input checked="" type="checkbox"/>	Portuguese
<input checked="" type="checkbox"/>	Swedish

Selected
<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>



Fig. 47B10

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Select Brand Entry

Configure Control Panel

Manage Product Data Strings

Manage Product Data Links

Manage Data String Records | Manage Data String Records | Create New Data String Record | Synchronize Branding Records

Manage Product Data Strings

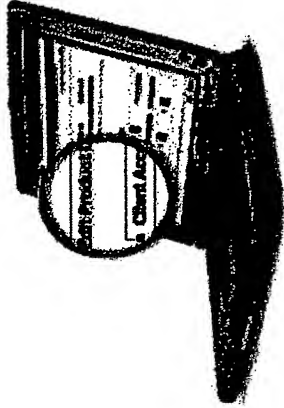
Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.

FIG. 47B11

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Control Panel for Managing Brand Information Network

Select Brand Entry | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Import Data String Records | Manage Product Data Strings | Create New Data String Record | Edit Product Data String Record

Standard Demonstration Mode

Import Data String Records

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

This service will be implemented in a future release.

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FIG. 47B12



Control Panel for Managing Brand Information Network

Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Select Product Data String Record | Search for Product Data String Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Product Data String Record you wish to View/Edit. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity or Product Name. Enter your search criteria in the text box below, then select the Brandkey Search Parameters from the dropdown list and click Search to initiate the Product Data String search.

Search for Brandkey Data String Record:

By:

Universal Product Number



Search for the Service Data String Record you wish to View/Edit. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity or Service Name. Enter your search criteria in the text box below, then select the Brandkey Search Parameters from the dropdown list and click Search to initiate the Service Data String search.

Search for Brandkey Data String Record:

By:

Universal Service Number



Select Product Data String Record

Search for Product Data String Record

Standard Demonstration Mode

FIG. 47B13

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Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product Data String you wish to View/Edit, by clicking on its Universal Product Number.

Universal Product Number

- 9909930-00939
- 9909930-00939
- 9909930-00939
- 9909930-00939
- 9909930-00939

Brand Entity Name

- Trek, Ink
- lomega
- Gatorade
- Nike
- Trek, Ink

Product Name

- Trek® Cycles 2002
- Jaz® Discs 2002
- Gatorade USA 2002
- Just Do It
- Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Select the Service Data String you wish to View/Edit, by clicking on its Universal Service Number.

Universal Service Number

- 9909930-00939
- 9909930-00939
- 9909930-00939
- 9909930-00939
- 9909930-00939

Brand Entity Name

- Trek, Ink
- lomega
- Gatorade
- Nike
- Trek, Ink

Service Name

- Trek® Cycles 2002
- Jaz® Discs 2002
- Gatorade USA 2002
- Just Do It
- Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Edit Product Data String Record

Edit Service Data String Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may Edit the Product Data String Information here. Click Update to save your changes. Click Back to return to the Search Results.

Standard Demonstration Mode

FIG 47B14

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Brandkey Create Subsystem

Universal Product Number Type:

Universal Product Number (UPN):

Product Descriptor (PD):

Trademarks (TM):

9909930-00939

Here will go the Product Description

<input type="checkbox"/> Here will go the Trademark		<input type="checkbox"/> Here will go the Trademark
<input type="checkbox"/> Here will go the Trademark		<input type="checkbox"/> Here will go the Trademark
<input type="checkbox"/> Here will go the Trademark		<input type="checkbox"/> Here will go the Trademark

You may edit the Service Data String Information here. Click Update to save your changes. Click Back to return to the Search Results.

Universal Service Number Type:




Universal Service Number (USN):

Service Descriptor (SD):

Service Marks (SM):

9909930-00939

Here will go the Service Description

<input type="checkbox"/> Here will go the Servicemark		<input type="checkbox"/> Here will go the Servicemark
<input type="checkbox"/> Here will go the Servicemark		<input type="checkbox"/> Here will go the Servicemark
<input type="checkbox"/> Here will go the Servicemark		<input type="checkbox"/> Here will go the Servicemark

Back

Update

FIG. 47B15

Standard Demonstration Mode

Confirm Product Data String Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Your Product Data String Information has been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

Universal Product Number Type:

Universal Product Number (UPN):

Product Descriptor (PD):

Trademarks (TM):

Universal Product Number Type

9909930-00939

Here will go the Product Descriptor

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark

Here will go the Trademark



Your Service Data String Information has been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

Universal Service Number Type:

Universal Service Number (USN):

Service Descriptor (SD):

Servicemarks (SM):

Universal Service Number Type

9909930-00939

Here will go the Service Descriptor

Here will go the Servicemark



Here will go the Servicemark



Here will go the Servicemark

Here will go the Servicemark

FIG. H7B16A

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Here will go the Servicemark

Brandkey Create Subsystem

FIG. 47B16B

http://www.brandkeysystems.com/bk_create/m_control_panel_string_search.html



Control Panel for Managing Brand Information Network

Select Brand Entry | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Add New Product Data String

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Enter the required Brand-Related Keys (UPN/TM/PD) for the Product Data String Record. Click Add to save the new Product Data String Record to your list of Product Data Strings.

Universal Product Number Type:

Universal Product Number (UPN):

Product Descriptor (PD):

Trademarks (TM):

☐

☐ Here will go the Trademark



☐ Here will go the Trade Mark



☐ Here will go the Trademark



☐ Here will go the Trademark



Enter the required Brand-Related Keys (USN/SM/SD) for the Service Data String Record. Click Add to save the new Service Data String Record to your list of Service Data Strings.

Universal Service Number Type:

Universal Service Number (USN):

Service Descriptor (SD):

☐

FIG. 47B7

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Brandkey Create Subsystem

ServiceMark (SM):

<input type="checkbox"/> Here will go the Servicemark		<input type="checkbox"/> Here will go the Servicemark
<input type="checkbox"/> Here will go the Servicemark		<input type="checkbox"/> Here will go the Servicemark
<input type="checkbox"/> Here will go the Servicemark		<input type="checkbox"/> Here will go the Servicemark

Add New

Standard Demonstration Mode

Confirm New Product Data String

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The new Product Data String Brand-Related Keys (UPN/TM/PD) have been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

Universal Product Number Type:

Universal Product Number Type

Universal Product Number (UPN):

9909930-00939

Product Descriptor (PD):

Here will go the Product Descriptor

Trademarks (TM):

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark

Here will go the Trademark



FIG. 47 B18

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The new Service Data String Brand-Related Keys (USN/SM/SD) have been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

Universal Service Number Type:

Universal Service Number (USN):

Service Descriptor (SD):

Service mark (SM):

Universal Service Number Type

9909930-00939

Here will go the Service Descriptor

Here will go the Servicemark



Here will go the Servicemark



Here will go the Servicemark

Here will go the Servicemark

Here will go the Servicemark



Edit Confirm

3AA/1046

FIG. 47B19



Control Panel for Managing Brand Information Network

Select Brand Entity | Configure Control Panel | Manage Product Data Links | Manage Product Data Links

Standard Demonstration Mode

Synchronize Existing Records

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

This service will be implemented in a future release.

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FIG. 47B20



Select Brand Entry < Configure Control Panel
Manage Product Data Links Manage Product Data Strings
Manage Product Data Links Manage Product Data Strings

Manage Product Data Links

Client Account: DISNEY

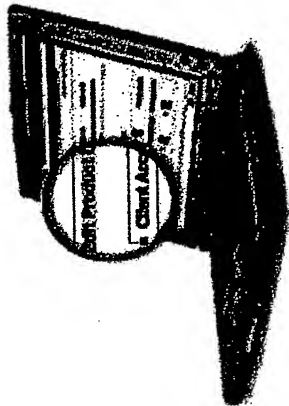
Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.

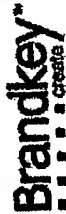


Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.

FIG. 47B21

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Standard Demonstration Mode

Search for Product Data String Records

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Product Data String Record whose related Data Links (URLs) you wish to View/Edit. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Product Data String search.

Search for Brandkey Data String Record:

By:

Universal Product Number

Search for the Service Data String Record whose related Data Links (URLs) you wish to View/Edit. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Service Data String search.

Search for Brandkey Data String Record:

By:

Universal Service Number

Search

Search for Service Data String Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

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Standard Demonstration Mode

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Brandkey Create Subsystem

Select the Product Data String whose Data Links (URLs) you wish to View/Edit, by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
9909930-00939	Trek, Ink	Trek® Cycles 2002
9909930-00939	lomega	Jaz® Discs 2002
9909930-00939	Gatorade	Gatorade USA 2002
9909930-00939	Nike	Just Do It
9909930-00939	Trek, Ink	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Select the Service Data String whose Data Links (URLs) you wish to View/Edit, by clicking on its Universal Service Number.

Universal Service Number	Brand Entity Name	Service Name
9909930-00939	Trek, Ink	Trek® Cycles 2002
9909930-00939	lomega	Jaz® Discs 2002
9909930-00939	Gatorade	Gatorade USA 2002
9909930-00939	Nike	Just Do It
9909930-00939	Trek, Ink	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

FIG. 47B23

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Control Panel for Managing Brand Information Network

Select Brand Entry

Configure Control Panel

Manage Product Data Strings

Manage Product Data Links

Standard Demonstration Mode

Edit the Product Data Link Record

Edit the Service Data Link Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may edit the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Update to save your changes. Click Back to select a different Product Data String. Click Next to define the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

9909930-00939

Product Descriptor (PD):

Here will go the Product Descriptor

Trademarks (TM):

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark



Here will go the Trademark



You may edit the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Update to save your changes. Click Back to select a different Service Data String. Click Next to define the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

9909930-00939

Service Descriptor (SD):

Here will go the Service Descriptor

Service mark (SM):

FIG. 47 B24A

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Here will go the Servicemark Here will go the Servicemark Here will go the Servicemark

Here will go the Servicemark Here will go the Servicemark Here will go the Servicemark

ACTIVE Inactive All Active Links All Inactive Links All Links

URL at Node:

Text at Node:

Node Label:

Graphic Image Supported at Node:

Sound File Supported at Node:

Type of Purchase Link:

Index as Brand Entity Link:

Index as Purchase Enabling Link:

Index as Advertisement/Promotional Link:

Enable Advertisement/Promotion Spot Selection:

Data Link Languages:

☐ Pre-Purchase Link ☐ Post-Purchase Link

☐ Yes ☐ No

☐ Yes ☐ No

☐ Advertisement ☐ Promotion

☐ Advertisement ☐ Promotion

☐ English ☐ Spanish ☐ French ☐ German ☐ Japanese
☐ Dutch ☐ Italian ☐ Chinese ☐ Danish ☐ Austrian
☐ Brazilian ☐ Canadian French ☐ Catalan ☐ Finnish ☐ Norwegian

FIG. 47B24B

Enable Brand Value Voting:

☒ Portuguese ☒ Swedish

☐ Yes ☐ No

Brand Value Indication Measurement:

☒ ★ ☒ ★★ ☒ ★★★ ☒ ★★★★ ☒ ★★★★★

Active Node:

☒ Yes ☐ No

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FIG. 47B24C



Control Panel for Managing Brand Information Network

Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Edit the Product Data Link Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may edit the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Update to save your changes. Click Back to select a different Product Data String. Click Next to define the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

9909930-00939

Product Descriptor (PD):

Here will go the Product Descriptor

Trademark (TM):

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

You may edit the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Update to save your changes. Click Back to select a different Service Data String. Click Next to define the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

9909930-00939

Service Descriptor (SD):

Here will go the Service Descriptor

Servicemark (SM):

FIG. 47B24D

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Brandkey Create Subsystem

Here will go the Servicemark



Here will go the Servicemark

Here will go the Servicemark



Here will go the Servicemark



Here will go the Servicemark

Active

INACTIVE

All Active Links

All Inactive Links

All Links

URL at Node:

Text at Node:

Node Label:

Graphic Image Supported at Node:



Sound File Supported at Node:

Type of Purchase Link:

☐ Pre-Purchase Link
 ☐ Post-Purchase Link

Index as Brand Entity Link:

☐ Yes
 ☐ No

Index as Purchase Enabling Link:

☐ Yes
 ☐ No

Index as Advertisement/Promotional Link:

☐ Advertisement
 ☐ Promotion

Enable Advertisement/Promotion Spot Selection:

☐ Advertisement
 ☐ Promotion

Data Link Languages:

☐ English
 ☐ Spanish
 ☐ French
 ☐ German
 ☐ Japanese
☐ Dutch
 ☐ Italian
 ☐ Chinese
 ☐ Danish
 ☐ Austrian

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Brandkey Create Subsystem

Enable Brand Value Voting:

Brand Value Indication Measurement:

Active Node:

☒ Brazilian ☒ Canadian French ☒ Catalan ☒ Finnish ☒ Norwegian

☒ Portuguese ☒ Swedish

☐ Yes ☐ No

* ** *** **** *

☒ Yes ☐ No

Update

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Back

Next

FIG. 47B24F



Control Panel for Managing Brand Information Network

Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Learn the Product Data Link Record

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Below is a list of all the Active Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

Product Descriptor (PD):

Trademarks (TM):

9909930-00939

Here will go the Product Descriptor

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark



Here will go the Trademark



Below is a list of all the Active Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

Service Descriptor (SD):

Service Mark (SM):

9909930-00939

Here will go the Service Descriptor

Here will go the Service Mark



Here will go the Service Mark

FIG. 47B24G

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Here will go the Servicemark Here will go the Servicemark

Active		Inactive	ALL ACTIVE LINKS		All Inactive Links	All Links
Select Node Label Language:			All		Set	
URL at Node			Text at Node			Active
http://www.nike.com/sneakers/pump-air.html			here will go the text at node		<input type="checkbox"/>	
http://www.nike.com/sneakers/pump-air.html			here will go the text at node		<input type="checkbox"/>	
http://www.nike.com/sneakers/pump-air.html			here will go the text at node		<input type="checkbox"/>	
http://www.nike.com/sneakers/pump-air.html			here will go the text at node		<input type="checkbox"/>	
http://www.nike.com/sneakers/pump-air.html			here will go the text at node		<input type="checkbox"/>	

Back 1 2 3 4 5 Next

Back Next

FIG. 47B24H

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Standard Demonstration Mode

Editing the Product Data Link Record

User Name: John Smith

Client Account No: 7145001

Client Account: DISNEY

Below is a list of all the Inactive Data Links (URLs) associated with the selected Product Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed information. Click Update to save your changes. Use the tabs below to view different organizations of the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

9909930-00939

Product Descriptor (PD):

Here will go the Product Descriptor

Trademark (TM):

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark

Here will go the Trademark



Below is a list of all the Inactive Data Links (URLs) associated with the selected Service Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed information. Click Update to save your changes. Use the tabs below to view different organizations of the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

9909930-00939

Service Descriptor (SD):

Here will go the Service Descriptor

Servicemark (SM):

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Active		Inactive	All Active Links		ALL INACTIVE LINKS	All Links
Select Data Link Language:						
URL at Node			All	Set		
http://www.nike.com/sneakers/pump-air.html	Text at Node	here will go the text at node				Active <input type="checkbox"/>
http://www.nike.com/sneakers/pump-air.html		here will go the text at node				<input type="checkbox"/>
http://www.nike.com/sneakers/pump-air.html		here will go the text at node				<input type="checkbox"/>
http://www.nike.com/sneakers/pump-air.html		here will go the text at node				<input type="checkbox"/>
http://www.nike.com/sneakers/pump-air.html		here will go the text at node				<input type="checkbox"/>
						Update

Back Next

FIG. 47B 24 J



Select Brand Entity

Configure Control Panel

Manage Product Data Strings

Manage Product Data Links

Control Panel for Managing Brand Information Network

Standard Demonstration Mode

[Edit the Product Data Link Record](#) | [Edit the Service Data Link Record](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Below is a list of all the Data Links (URLs) associated with the selected Product Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also Deactivate any Data Link (URL) by unchecking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed Information. Click Update to save your changes. Use the tabs below to view different organizations of the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

9909930-00939

Product Descriptor (PD):

Here will go the Product Descriptor

Trademark (TM):

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark

Here will go the Trademark



Below is a list of all the Data Links (URLs) associated with the selected Service Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also Deactivate any Data Link (URL) by unchecking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed Information. Click Update to save your changes. Use the tabs below to view different organizations of the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

9909930-00939


Service Descriptor (SD):


Here will go the Service Descriptor


FIG. 47B24K




Brandkey Create Subsystem

Servicemark (SM):

Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

Active	Inactive	All Active Links	All Inactive Links	ALL LINKS
Select Data Link Language:				
URL at Node				
http://www.nike.com/sneakers/pump-air.html				
Text at Node				
here will go the text at node				Active <input checked="" type="checkbox"/>
here will go the text at node				Active <input type="checkbox"/>
here will go the text at node				Active <input checked="" type="checkbox"/>
here will go the text at node				Active <input checked="" type="checkbox"/>
				

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Back Next

FIG. 47B24L

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Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Control Panel for Managing Brand Information Network

Standard Demonstration Mode

Selecting Display Schema

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Please select the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Brand Information Network Display Schema:

- ☒ Pre/Post Purchase Display Schema
- ☐ Simplex Display Schema
- ☐ Complex Display Schema

Back Next

FIG. 47B24M

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Control Panel for Managing Brand Information Network

Manage Product Data Links

Manage Product Data Strings

Control Panel

Select Brand Entity

Standard Demonstration Mode

Customize the Display Schema

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the Customization options for the selected Display Schema. Click Next to preview your selections.

Background Color:

Background Image:

Node Label Font:

Node Label Font Color:

Browse

Back Next

FIG. 47 B24N

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Control Panel for Managing Brand Information Network

Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Confirm the Display Schema

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please review the customized Display Schema for the Product Data Links (URLs) associated with the selected Product Data String. Click Edit to make further changes. Click Confirm to save this Display Schema design.

Please review the customized Display Schema for the Service Data Links (URLs) associated with the selected Service Data String. Click Edit to make further changes. Click Confirm to save this Display Schema design.

place representation of Pre-Post Purchase Display Schema here

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FIG. 47B240



Control Panel for Managing Brand Information Network

Select Brand Entity

Configure Control Panel

Search Manage Data Link Information

Manage Product Data Strings

Manage Product Data Links

Standard Demonstration Mode

Search for Product Data String Records

Search for Service Data String Records

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Product Data String Record for which you wish to Add a New Product Data Link (URL). You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Product Data String search.

Search for Brandkey Data String Record:

By:

Universal Product Number



Search for Service Data String Records

Search for the Service Data String Record for which you wish to Add a New Service Data Link (URL). You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Service Data String search.

Search for Brandkey Data String Record:

By:

Universal Service Number



Standard Demonstration Mode

Search for Product Data String Records

Search for Service Data String Records

FIG. 47 BZ4P

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Select the Product Data String for which you wish to Add a New Product Data Link (URL), by clicking on its Universal Product Number.

Universal Product Number

- 9909930-00939
- 9909930-00939
- 9909930-00939
- 9909930-00939
- 9909930-00939

Brand Entity Name

- Trek, Ink
- lomega
- Gatorade
- Nike
- Trek, Ink

Product Name

- Trek® Cycles 2002
- Jaz® Discs 2002
- Gatorade USA 2002
- Just Do It
- Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Select the Service Data String for which you wish to Add a New Service Data Link (URL), by clicking on its Universal Service Number.

Universal Service Number

- 9909930-00939
- 9909930-00939
- 9909930-00939
- 9909930-00939
- 9909930-00939

Brand Entity Name

- Trek, Ink
- lomega
- Gatorade
- Nike
- Trek, Ink

Service Name

- Trek® Cycles 2002
- Jaz® Discs 2002
- Gatorade USA 2002
- Just Do It
- Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Standard Demonstration Mode

Edit the Product Data Link Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Enter the required information for the new Product Data Link Record. Click Add to save the new Product Data Link Record for the selected Product Data String.

FIG. 47B25

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Brandkey Create Subsystem

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product Data String for which you wish to Add a New Product Data Link (URL), by clicking on its Universal Product Number.

Universal Product Number

- [9909930-00939](#)
- [9909930-00939](#)
- [9909930-00939](#)
- [9909930-00939](#)
- [9909930-00939](#)

Brand Entity Name

- Trek, Ink
- Iomega
- Gatorade
- Nike
- Trek, Ink

Product Name

- Trek® Cycles 2002
- Jaz® Discs 2002
- Gatorade USA 2002
- Just Do It
- Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Select the Service Data String for which you wish to Add a New Service Data Link (URL), by clicking on its Universal Service Number.

Universal Service Number

- [9909930-00939](#)
- [9909930-00939](#)
- [9909930-00939](#)
- [9909930-00939](#)
- [9909930-00939](#)

Brand Entity Name

- Trek, Ink
- Iomega
- Gatorade
- Nike
- Trek, Ink

Service Name

- Trek® Cycles 2002
- Jaz® Discs 2002
- Gatorade USA 2002
- Just Do It
- Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Standard Demonstration Mode

Enter the Product Data Link Record

Enter the Service Data Link Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Enter the required information for the new Product Data Link Record. Click Add to save the new Product Data Link Record for the selected Product Data

FIG. 47B25

http://www.brandkeysystems.com/bk_create/m_control_panel_link_create.html

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String.

Universal Product Number (UPN):

Product Description (PD):

Trade Mark (TM):

9909930-00939

Here will go the Product Description

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark

Here will go the Trademark



Enter the required information for the new Service Data Link Record. Click Add to save the new Service Data Link Record for the Indicated Service Data String.

Universal Service Number (USN):

Service Description (SD):

Service Mark (SM):

9909930-00939

Here will go the Service Description

Here will go the Servicemark



Here will go the Servicemark



Here will go the Servicemark

Here will go the Servicemark

Here will go the Servicemark



URL at Node:

Text at Node:

Node Label:

FIG. 47B26

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Graphic Image Supported at Node:

☐ ☐ ☐

Sound File Supported at Node:

☐ ☐ ☐

Type of Purchase Link:

☐ Pre-Purchase Link ☐ Post-Purchase Link

Index as Brand Entity Link:

☐ Yes ☐ No

Index as Purchase Enabling Link:

☐ Yes ☐ No

Index as Advertisement/Promotion Link:

☐ Advertisement ☐ Promotion

Enable Advertisement/Promotion Spot Selection:

☐ Advertisement ☐ Promotion

Data Link Language:

☐ English ☒ Spanish ☐ French ☐ German ☐ Japanese
☒ Dutch ☐ Italian ☐ Chinese ☐ Danish ☐ Austrian
☒ Brazilian ☐ Canadian French ☐ Catalan ☐ Finnish ☐ Norwegian
☒ Portuguese ☐ Swedish

Enable Brand Value Voting:

☐ Yes ☐ No

Active Node:


☒ Yes ☐ No

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FIG 47B27

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[Brandkey systems](#)
[Brandkey create](#)
[Brandkey deliver](#)
[Brandkey advertise](#)
[Brandkey promote](#)

[Home](#)
[About Us](#)
[Investors](#)
[Careers](#)
[Site Map](#)
[Contact Us](#)
[Help](#)
[Login](#)

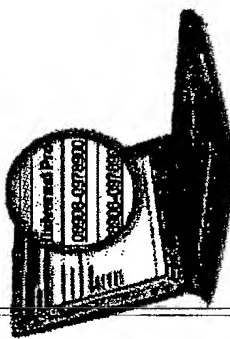
[Brandkey Create Subsystem Branding](#)
[Brandkey Create Subsystem Branding Suite](#)
[Brandkey Create Subsystem Branding Suite - Standard Demonstration Mode](#)

[Launch Control Panel for Hosting Brand Building Web Resources](#)

Client Account: DISNEY

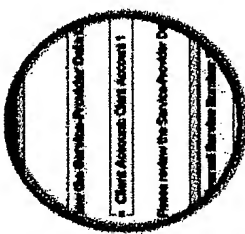
Client Account No: 7145001

User Name: John Smith



View Branded Products, Services, and Branded Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Building Resources

Create Interactive Brand Information Networks designed to communicate the essential value and character.

Brandkey
create

Select Brand Entity

Control Panel for Hosting Brand Building Web Resources

Standard Demonstration Mode

Control Panel for Hosting Brand Building Web Resources

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.

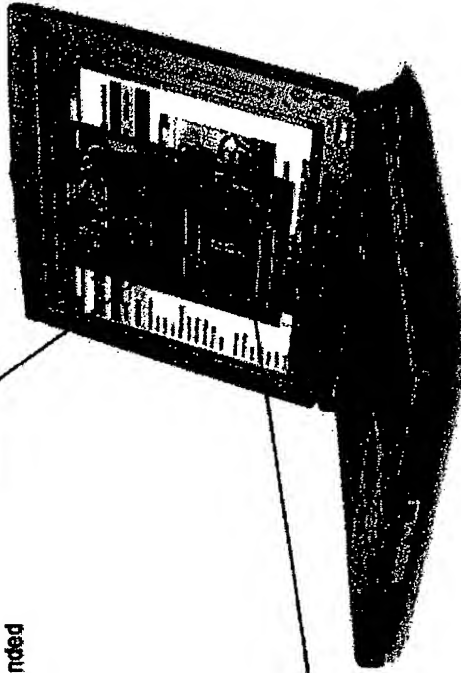
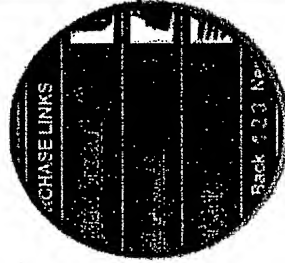


FIG. 47C2

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Brandkey
..... create

Select Brand Entity

Select Brand Entity

Select Brand Entity

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.

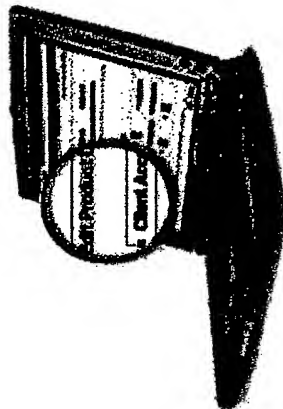


FIG. 47C3

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Control Panel for Hosting Brand Building Web Resources

Select Brand Entity

Select Brand Entity

Select Brand Entity

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

Please select the Brand Entity associated with your Client Account that you currently wish to work on:

Brand Entity : Brand Entity 1

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Select

FIG. 47C4



Select Brand Entity

Select Brand Entity

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

The BE1 Brand Entity has been set as your Current Active Brand Entity. You may select a different Brand Entity at any time by clicking on the Select Brand Entity service.

Control Panel for Hosting Brand Building Web Resources

Continue

FIG. 47C5

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Control Panel for Hosting Brand Building Web Resources

Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mode

Control Panel for Hosting Brand Building Web Resources

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.

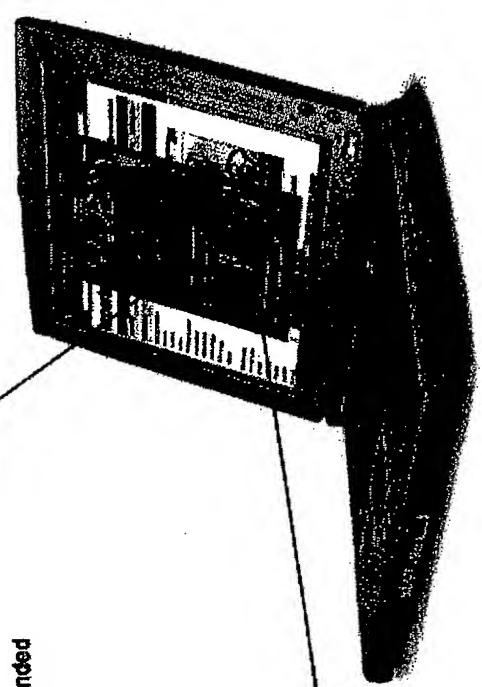
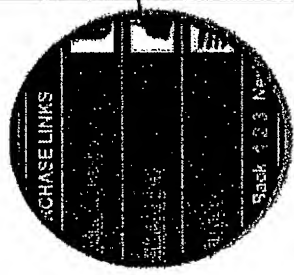


FIG. 47C6

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Control Panel for Hosting Brand Building Web Resources

Select Brand Entity Manage Product Data Strings Manage Product Data Links Manage Information Resources

Standard Demonstration Mode

Manage Product Data Strings

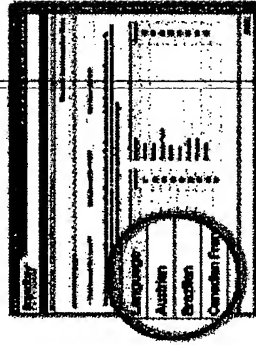
Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.

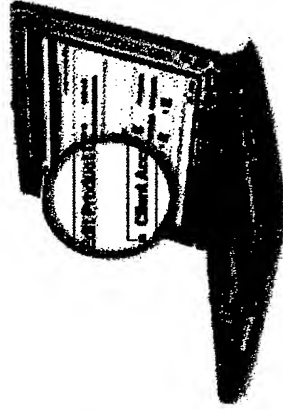


FIG. 47C7

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Control Panel for Hosting Brand Building Web Resources

Select Brand Entity | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mode

Select Product Data String Record | Select Service Data String Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Product Data String Record you wish to View. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity or Product Name. Enter your search criteria in the text box below, then select the Brandkey Search Parameters from the dropdown list and click Search to initiate the Product Data String search.

Search for Brandkey Data String Record:

By: Universal Product Number



Search for the Service Data String Record you wish to View. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity or Service Name. Enter your search criteria in the textbox, select the parameters from the dropdown list and click Search to initiate the Service Data String Search.

Search for Brandkey Data String Record:

By: Universal Service Number



Search

Standard Demonstration Mode

Select Product Data String Record | Select Service Data String Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

FIG. 47C8

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Select the Product Data String you wish to View by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
<u>9909930-00939</u>	Brand Entity Name	Trek® Cycles 2002
<u>9909930-00939</u>	Brand Entity Name	Jaz® Discs 2002
<u>9909930-00939</u>	Brand Entity Name	Gatorade USA 2002
<u>9909930-00939</u>	Brand Entity Name	Just Do It
<u>9909930-00939</u>	Brand Entity Name	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Select the Service Data String you wish to view by clicking on its Universal Service Number.

Universal Product Number	Brand Entity Name	Service Name
<u>9909930-00939</u>	Brand Entity Name	Trek® Cycles 2002
<u>9909930-00939</u>	Brand Entity Name	Jaz® Discs 2002
<u>9909930-00939</u>	Brand Entity Name	Gatorade USA 2002
<u>9909930-00939</u>	Brand Entity Name	Just Do It
<u>9909930-00939</u>	Brand Entity Name	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Standard Demonstration Mode

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Please review the Product Data String information. Click continue to return to the search results page.

FIG. 47C9

http://www.brandkeysystems.com/bk_create/a_control_panel_string_search.html

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Universal Product Number (UPN):

Product Description (PD):

Trademarks (TM):

9909930-00939

Here will go the Product Description

Here will go the Trademark



Here will go the Trademark

Here will go the Trademark



Here will go the Trademark

Here will go the Trademark



Please review the Service Data String Information. Click continue to return to the search results page.

Universal Service Number (USN):

Service Description (SD):

Serviceemark (SM):

9909930-00939

Here will go the Service Description

Here will go the Serviceemark



Here will go the Serviceemark



Here will go the Serviceemark

Here will go the Serviceemark

Here will go the Serviceemark



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FIG. 47C10



Control Panel for Hosting Brand Building Web Resources

Select Brand Entity

Manage Product Data Strings

Manage Product Data Links

Search View Data Link Records

Standard Demonstration Mode

Manage Product Data Links

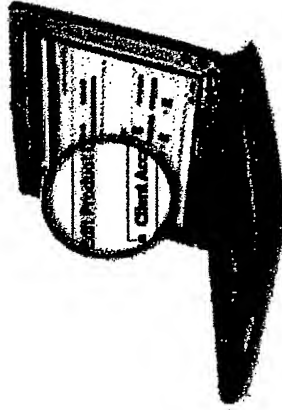
Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.

FIG. 47C11

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Control Panel for Hosting Brand Building Web Resources

Select Brand Entity | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mode

Search for Product Data String Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Product Data String Record whose related Data Links (URLs) you wish to View. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Product Data String search.

Search for Product Data String Record:

By: Universal Product Number

Search for the Service Data String Record whose related Data Links (URLs) you wish to View. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Service Data String search.

Search for Service Data String Record:

By: Universal Service Number

Search

Standard Demonstration Mode

Search for Product Data String Record

FIG. 47C12

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Brandkey Create Subsystem

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product Data String Record whose Data Links (URLs) you wish to View, by clicking on its Universal Product Number.

Universal Product Number

- [9909930-00939](#)
- [9909930-00939](#)
- [9909930-00939](#)
- [9909930-00939](#)
- [9909930-00939](#)

Brand Entity Name
Brand Entity Name
Brand Entity Name
Brand Entity Name
Brand Entity Name
Brand Entity Name

Product Name
Trek® Cycles 2002
Jaz® Discs 2002
Gatorade USA 2002
Just Do It
Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Select the Service Data String Record whose Data Links (URLs) you wish to View, by clicking on its Universal Service Number.

Universal Service Number

- [9909930-00939](#)
- [9909930-00939](#)
- [9909930-00939](#)
- [9909930-00939](#)
- [9909930-00939](#)

Brand Entity Name
Brand Entity Name
Brand Entity Name
Brand Entity Name
Brand Entity Name
Brand Entity Name

Service Name
Trek® Cycles 2002
Jaz® Discs 2002
Gatorade USA 2002
Just Do It
Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

FIG. 47C13A

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Control Panel for Hosting Brand Building Web Resources

Select Brand Entity Manage Product Data Strings Manage Product Data Links Manage Information Resources

Standard Demonstration Mode

View the Product Data Link Record View the Service Data Link Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may view the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Back to select a different Product Data String. Click Next to view the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

9909930-00939

Product Descriptor (PD):

Here will go the Product Description

Trademark (TM):

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark

Here will go the Trademark



You may view the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Back to select a different Service Data String. Click Next to view the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

9909930-00939

Service Descriptor (SD):


Here will go the Service Description


Servicemark (SM):


Fig. 47C13B


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Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

ACTIVE Inactive All Active Links All Inactive Links All Links

URL at Node:

Text at Node:

Node Label:

Graphic Image Supported at Node:

Sound File Supported at Node:

Type of Purchase Link:

Index as Brand Entry Link:

Index as Purchase Enabling Link:

Index as Advertisement/Promotional Link:

Enable Advertisement/Promotion Spot Selection:

Node Label Languages:

Pre-Purchase Link Post-Purchase Link

Yes No

Yes No

Advertisement Promotion

Advertisement Promotion

<input checked="" type="checkbox"/> English	Spanish	French	German	Japanese
Dutch	Italian	Chinese	Danish	Austrian
Brazilian	Canadian French	Catalan	Finnish	Norwegian
Portuguese	Swedish			

FIG. 47C13C

Enable Brand Value Voting:

Yes No

Brand Value Indication Measurement:

★ ★★ ★★★★★

Active Node:

Yes No

◀◀ ◀ Back 1 2 3 4 5 Next ▶▶

Back Next

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R1G 47 C13D



Control Panel for Hosting Brand Building Web Resources

Select Brand Entry Manage Product Data Strings Manage Product Data Links Manage Information Resources

Standard Demonstration Mode

View the Product Data Link Record View the Service Data Link Record

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

You may view the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Back to select a different Product Data String. Click Next to view the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

9909930-00939

Product Descriptor (PD):

Here will go the Product Description

Trademark (TM):

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark

Here will go the Trademark



You may view the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Back to select a different Service Data String. Click Next to view the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

9909930-00939

Service Descriptor (SD):

Here will go the Service Description

Servicemark (SM):

FIG. 47C13E

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Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

Active	INACTIVE	All Active Links	All Inactive Links	All Links
URL at Node:		http://www.nike.com/sneakers.html		
Text at Node:		Node Label		
Node Label:		Node Label Geometry: square		
Graphic Image Supported at Node:		Node Label Font: Arial		
Sound File Supported at Node:		Node Label Font Color: Black		
Type of Purchase Link:		Pre-Purchase Link		
Index as Brand Entity Link:		Yes		
Index as Supply Channel Related Link:		Yes		
Index as Advertise/Promote Link:		Advertisement		
Enable Brand Value Voting:		Yes		
Brand Value Indicator Scale:		*****		
Active Node:		No		
Background Color		Background Image		
		Background Sound		

FIG. 47C13F

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Black

Product-Specific
Virtual Kiosks
Deploy Schema

Vendor-Specific
Virtual Kiosks
Deploy Schema

Retailer-Specific
Virtual Kiosks
Deploy Schema

Industry-Specific
Virtual Kiosks
Deploy Schema

Pre-Post Purchase

[view](#)

Simplex

[view](#)

Complex

[view](#)

Pre-Post Purchase

[view](#)

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FIG. 47C13G

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Control Panel for Hosting Brand Building Web Resources

Select Brand Entity | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mode

View the Product Data Link Records

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please review the Product Data Link Information below. Use the navigation links of the bottom of the page to scroll to different Product Data Links. Use the tabs below to view different organizations of the Product Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Kiosks.

Universal Product Number (UPN):

9909930-00939

Product Description (PD):

Here will go the Product Description

Trademark (TM):

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark



Here will go the Trademark



44 | Back 1 2 3 Next >>>

Please review the Service Data Link Information below. Use the navigation links of the bottom of the page to scroll to different Service Data Links. Use the tabs below to view different organizations of the Service Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Kiosks.

Universal Product Number (UPN):

9909930-00939

Product Description (PD):

Here will go the Service Description


Service mark (SM):


Fig. 47C13H


http://www.brandkeysystems.com/bk_create/a_control_panel_link_search-all-active.html


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Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

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Active Inactive ALL ACTIVE LINKS ALL Inactive Links ALL Links

Select Brand Link Language:

URL at Node

http://www.nike.com/sneakers/pump-air.html
http://www.nike.com/sneakers/pump-air.html
http://www.nike.com/sneakers/pump-air.html
http://www.nike.com/sneakers/pump-air.html
http://www.nike.com/sneakers/pump-air.html

Text at Node

here will go the text at node
here will go the text at node
here will go the text at node
here will go the text at node
here will go the text at node

Active

✓ X ✓ ✓ ✓

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Fig. 47C(3I)

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Control Panel for Hosting Brand Building Web Resources

Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mode

Manage Product Data Link Records

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please review the Product Data Link Information below. Use the navigation links of the bottom of the page to scroll to different Product Data Links. Use the tabs below to view different organizations of the Product Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Klosks.

Universal Product Number (UPN):

9909930-00939

Product Description (PD):

Here will go the Product Description

Trademark (TM):

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark

Here will go the Trademark



Here will go the Trademark

◀◀ Back 123 Next ▶▶

Please review the Service Data Link Information below. Use the navigation links of the bottom of the page to scroll to different Service Data Links. Use the tabs below to view different organizations of the Service Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Klosks.

Universal Product Number (UPN):

9909930-00939

Product Description (PD):

Here will go the Service Description

Servicemark (SM):

Fig. 47C135







http://www.brandkeysystems.com/bk_create/a_control_panel_link_search-all-inactive.html

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Active	Inactive	All Active Links	All Inactive Links	All Links
<p>Here will go the Servicemark</p>  <p>Here will go the Servicemark</p>	<p>Here will go the Servicemark</p>  <p>Here will go the Servicemark</p>	<p>Here will go the Servicemark</p>  <p>Here will go the Servicemark</p>	<p>Here will go the Servicemark</p>  <p>Here will go the Servicemark</p>	<p>Here will go the Servicemark</p>  <p>Here will go the Servicemark</p>
<p>1 2 3 4 5</p> <p>◀◀ ◀ Back 1 2 3 Next ▶▶ ▶▶</p>				
<p>Select Brand Link Language:</p>				
<p>URL at Node</p> <p>http://www.nike.com/sneakers/pump-air.html</p> <p>http://www.nike.com/sneakers/pump-air.html</p> <p>http://www.nike.com/sneakers/pump-air.html</p> <p>http://www.nike.com/sneakers/pump-air.html</p> <p>http://www.nike.com/sneakers/pump-air.html</p>	<p>All</p>  <p>Text at Node</p> <p>here will go the text at node</p> <p>here will go the text at node</p> <p>here will go the text at node</p> <p>here will go the text at node</p> <p>here will go the text at node</p>	<p>Active</p> <p>✓</p> <p>✗</p> <p>✓</p> <p>✓</p> <p>✓</p>		
<p>◀◀ ◀ Back 1 2 3 4 5 Next ▶▶ ▶▶</p>				



Control Panel for Hosting Brand Building Web Resources

Select Brand Entry

Manage Product Data Strings

Manage Product Data Links

Manage Information Resources

Standard Demonstration Mode

View the Product Data Link Schema

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Below is a list of all the Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

9909930-00939

Product Descriptor (PD):

Here will go the Product Descriptor

Trademarks (TM):

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark



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Below is a list of all the Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

9909930-00939

Service Descriptor (SD):

Here will go the Service Descriptor

Servicemark (SM):

Here will go the Servicemark



Here will go the Servicemark

FIG. 47 C13L

Here will go the Servicemark Here will go the Servicemark Here will go the Servicemark

Active	Inactive	All Active Links	All Inactive Links	ALL LINKS
Select Brand Link Language:				
URL at Node				
http://www.nike.com/sneakers/pump-air.html				
http://www.nike.com/sneakers/pump-air.html				
http://www.nike.com/sneakers/pump-air.html				
http://www.nike.com/sneakers/pump-air.html				
Text at Node				
here will go the text at node				Active ✓
here will go the text at node				Active ✓
here will go the text at node				Active ✓
here will go the text at node				Active ✓

◀◀ 1 2 3 4 5 Next ▶▶

Back Next

3/3/04.6

FIG. 47C13M



Control Panel for Hosting Brand Building Web Resources

Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mode

Manage Information Resources

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: C.125

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FIG. 47C14



Control Panel for Hosting Brand Building Web Resources

Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mode

Search for Product Data String Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Product Data String Record whose related Product Information Resources you wish to View/Edit. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Product Data String search.

Search for Brandkey Data String Record:

By: Universal Product Number

Search for the Service Data String Record whose related Service Information Resources you wish to View/Edit. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Service Data String search.

Search for Brandkey Data String Record:

By: Universal Service Number

Search

Standard Demonstration Mode

Search for Product Data String Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

FIG. 47C15

http://www.brandkeysystems.com/bk_create/a_control_panel_resource_manager_search.html

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Select the Product Data String Record whose Product Information Resources you wish to View/Edit, by clicking on its Universal Product Number.

Universal Product Number

- 08908-0978900
- 08908-0978901
- 08908-0978902
- 08908-0978903
- 08908-0978904

Brand Entity Name	Product Name
Brand entity name	Product Name
Brand entity name	Product Name
Brand entity name	Product Name
Brand entity name	Product Name
Brand entity name	Product Name
Brand entity name	Product Name

44 | 4 Back 1 2 3 4 5 Next | 44

Select the Service Data String Record whose Service Information Resources you wish to View/Edit, by clicking on its Universal Service Number.

Universal Service Number

- 08908-0978900
- 08908-0978901
- 08908-0978902
- 08908-0978903
- 08908-0978904

Brand Entity Name	Service Name
Brand entity name	Service Name
Brand entity name	Service Name
Brand entity name	Service Name
Brand entity name	Service Name
Brand entity name	Service Name
Brand entity name	Service Name

44 | 4 Back 1 2 3 4 5 Next | 44

FIG. 47C16A

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Control Panel for Hosting Brand Building Web Resources

Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mode

Select Product Information Resource Record | Select Service Information Resource Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product Information Resource you wish to View/Edit by clicking on its URL. Click Add New Information Resource if you wish to add a new Product Information Resource for the selected Product Data String Record.

Select the Service Information Resource you wish to View/Edit by clicking on its URL. Click Add New Information Resource if you wish to add a new Service Information Resource for the selected Service Data String Record.

URL

<http://www.nike.com/sneakers/pump.html>
<http://www.nike.com/sneakers/pump.html>
<http://www.nike.com/sneakers/pump.html>
<http://www.nike.com/sneakers/pump.html>
<http://www.nike.com/sneakers/pump.html>

Node Label

Node Label
Node Label
Node Label
Node Label
Node Label
Node Label

Upload Date

09/05/02
11/20/02
12/09/02
11/20/02
12/09/02

44 | 4 Back 1 2 3 4 5 Next | >>

Back | Add New Information Resource

FIG. 47C16B



Standard Demonstration Mode

Edit Product Information Resource Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Enter the Information required below to Upload the Product Information Resource for the selected Product Data String Record. Click the Browse buttons to select the files to Upload.

Enter the Information required below to Upload the Service Information Resource for the selected Service Data String Record. Click the Browse buttons to select the files to Upload.

Product/Service Information Resource File to Upload:

Product/Service Information Resource Supporting Files to Upload:

Product/Service Information Resource Creator/Author:

Product/Service Information Resource Owner:

Date Product/Service Information Resource was Created:

Information Resource

Information Resource

Information Resource

Information Resource

Information Resource

Browse

Browse

Update

Add New

Standard Demonstration Mode

Confirm Product Information Resource Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

FIG. 47C16C

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The Product Information Resource has been Uploaded. Please review and confirm the Information below. If any Information is not correct, then click Edit to correct and update.

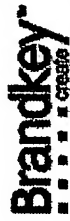
The Service Information Resource has been Uploaded. Please review and confirm the Information below. If any Information is not correct, then click Edit to correct and update.

Product/Service Information Resource File to Upload:	Information Resource
Product/Service Information Resource Supporting Files to Upload:	Information Resource
Product/Service Information Resource Creator/Author:	Information Resource
Product/Service Information Resource Owner:	Information Resource
Date Product/Service Information Resource was Created:	Information Resource



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FIG. 47C16D



Control Panel for Hosting Brand Building Web Resources

Select Brand Entity | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mode

Update Product Information Resource Record | Update Service Information Resource Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please fill in the following information to upload the files you wish to use as additional Product Data Links for the Product Data String Record you selected earlier.

Please fill in the following information to upload the files you wish to use as additional Service Data Links for the Service Data String Record you selected earlier.

Information Resource File to Upload:

Information Resource Supporting Files to Upload:

Information Resource Creator/Author:

Information Resource Owner:

Date Created:

Add

FIG. 47C16E

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Brandkey™
deliver

Brandkey systems | Brandkey create | Brandkey deliver | Brandkey advertise | Brandkey promote

Brandkey Virtual Kiosk System Overview | Virtual Kiosk Installation Guide | Virtual Kiosk Software Downloads

Tutorials
• Brandkey Deliver

Deliver

Multimode Virtual Kiosks

Deliver Multimode Virtual Kiosks to Consumers at Web-Enabled touchpoints to develop Consumer Brand Knowledge about your branded products and services.

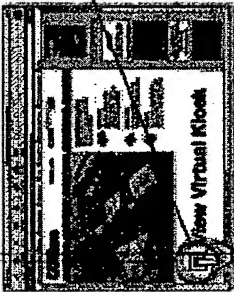
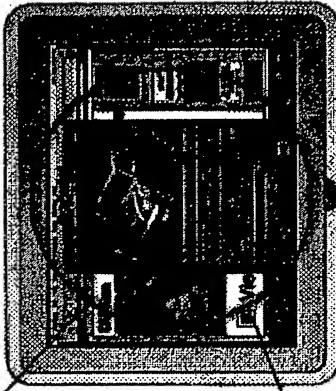
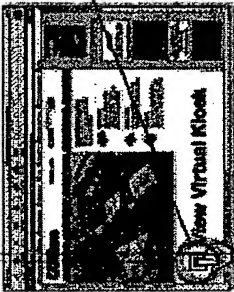


FIG. 48A1

[Home](#) | [About Us](#) | [Investors](#) | [Careers](#) | [Site Map](#) | [Contact Us](#) | [Help](#) | [Login](#)[Brandkey systems](#)[Brandkey create](#)[Brandkey deliver](#)[Brandkey advertise](#)[Brandkey promote](#)► [Brand Managers](#)► [Advertising Agents](#)► [Promotional Agents](#)► [Full Service Agents](#)► [Marketing Consultants](#)► [Brand Consultants](#)► [Trademark Attorneys](#)

Brandkey Deliver Subsystem Benefits - Standard Demonstration Mode

The Brandkey Deliver™ Subsystem enables brand managers, their agents and others to simply generate Java-based multimode Virtual Kiosks for deployment at any consumer Internet-based touch point-using simple point and click operations - without requiring the skills of advanced Java programmers. This Brandkey™ Subsystem enables each and every deployed Virtual Kiosk to be simply activated and deactivated with the click of a control button located on the subsystem's instrumentation console.

Brandkey™deliver		Home About Us Investors Careers Site Map Contact Us Help Login	
Brandkey systems Brandkey Deliver Suite / Brandkey Banner Ads / Virtual Kiosk Information Suite		Brandkey create Brandkey deliver Brandkey advertise Brandkey promote	
<h2 style="text-align: center;">Virtual Kiosk Generation Suite - Standard Demonstration Mode</h2>			
<p>▶ Launch Control Panel for Generating Product-Specific Virtual Kiosks</p> <p>▶ Launch Control Panel for Generating Service-Specific Virtual Kiosks</p> <p>▶ Launch Control Panel for Generating Vendor-Specific Virtual Kiosks</p> <p>▶ Launch Control Panel for Generating Service-Provider-Specific Virtual Kiosks</p> <p>▶ Launch Control Panel for Generating Retailer-Specific Virtual Kiosks</p> <p>▶ Launch Control Panel for Generating Industry-Specific Virtual Kiosks</p> <p>▶ Launch Control Panel for Generating Corporate-Specific Virtual Kiosks</p>		<p>Client Account: DISNEY Client Account No: 7145001 User Name: John Smith</p>	
<h3>Configure Multi-Mode Virtual Kiosks</h3> <p>Create Interactive Brand Information Networks designed to communicate the essential value and character.</p>		<p>Client Account Overview</p> <p>You have permitted the following Retailer from this Ad, Open linkback to retailers in this list.</p> <ul style="list-style-type: none"> Client Accounts Client Account 1 	
		<h3>Customize Multi-Mode Virtual Kiosks</h3> <p>Create Interactive Brand Information Networks more designed to communicate the essential value and character more.</p>	
<h3>Deploy Multi-Mode Virtual Kiosks</h3> <p>Create Interactive Brand Information Networks designed to communicate the essential value and character.</p>			



Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.

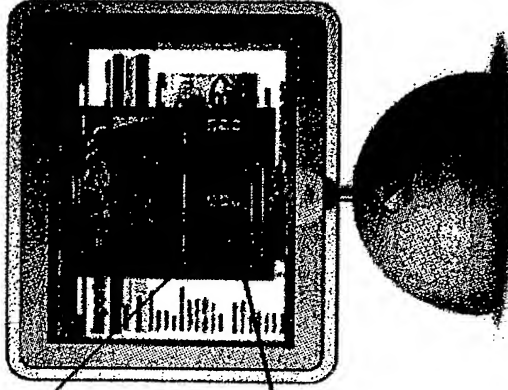
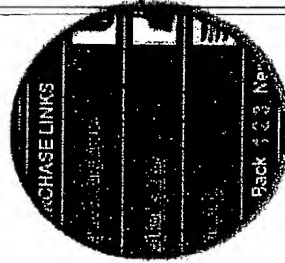


FIG. 48B2

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Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Deactivate P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Set Standard Configuration

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

Do you wish to create a Product-Specific Virtual Kiosk for all Product Data String Records?

☐ Yes ☐ No

Do you wish to allow installation of Product-Specific Virtual Kiosks by Consumers?

☒ Yes ☐ No

Next

FIG. 48B3

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Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks
Set Standard Configuration | Set P-S Configuration | Set P-S Information | Set P-S Distribution | Set P-S Distribution

Standard Demonstration Mode

Set Allowed Retailers

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have permitted the following Retailers to install Product-Specific Virtual Kiosks associated with your Client Account. If you wish to remove a Retailer from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Retailers to add additional Retailers to this list.

Retailer Name	City	State	Zip/Postal Code	Country	Active
Retailer Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Retailer Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Retailer Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Retailer Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Retailer Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

44 | < Back 1 2 3 4 5 Next > | >>

Back Add Retailers Next

FIG 48B4

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Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks
 Set Standard Configuration | Set Virtual Kiosk Initial Data | Set Kiosk Domain

Standard Demonstration Mode

[Search for Retailers](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for Retailers you wish to grant the right to install Product-Specific Virtual Kiosks associated with your Client Account. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to Initiate the Retailer Search.

Retailer Name:

City:

State:

Zip/Postal Code:

Country:

United States

[Back](#) [Search](#)

FIG. 48B5

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Control Panel for Generating Product Specific (P-3) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Select Retailers

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Retailers matched your Search Criteria. Check the Add Retailer checkbox to grant the Retailer the right to install Product-Specific Virtual Kiosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search.

Retailer Name	City	State	Zip/Postal Code	Country	Add Retailer
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	New York	New York	06903	United States	<input type="checkbox"/>
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next | >>

Back Next

FIG. 48B6

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Control Panel for Generating Product Specifics (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Not Allowed Industrialists

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have permitted the following Industrialists to install Product-Specific Virtual Kiosks associated with your Client Account. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialist to add additional Industrialists to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

44 | 4 Back 12345 Next | >>

Back Add Industrialist Next

FIG. 48B7

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Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks
 Back | Search | **Search for Industrialists** | **Search for Industrialists** | **Search for Industrialists** | **Search for Industrialists**

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for Industrialists you wish to grant the right to install Product-Specific Virtual Kiosks associated with your Client Account. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to Initiate the Industrialist Search.

Industrialist Name:

City:

State:

Zip/Postal Code:

Country:

Back Search

FIG. 48B8

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Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Industrialists matched your Search Criteria. Check the Add Industrialist checkbox to grant the Industrialist the right to install Product-Specific Virtual Kiosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next > >>



FIG. 48 B9

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Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks Create P-S Virtual Kiosks Modify P-S Virtual Kiosks Deploy P-S Virtual Kiosks Activate P-S Virtual Kiosks
Set Standard Configuration Set Product-Specific Configuration Set Client-Specific Configuration

Set Forbidden Domains

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

You have Forbidden the following Domains from launching Product-Specific Virtual Kiosks associated with your Client Account. If you wish to remove a Forbidden Domain from the list, then uncheck the Forbidden checkbox. Click Next to save your changes. Click Add Domain to add another Forbidden Domain.

- Domain Name
- Domain Name 1
- Domain Name 2
- Domain Name 3
- Domain Name 4
- Domain Name 5

Forbidden

- ☒
- ☒
- ☒
- ☒
- ☒

44 | 4 Back 1 2 3 4 5 Next > | >>

Back Add Domain Finish

FIG. 48B10

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Control Panel for Generating Product Specific IP S Virtual Kiosks

Configure P.S Virtual Kiosks | Create P.S Virtual Kiosks | Modify P.S Virtual Kiosks | Deploy P.S Virtual Kiosks | Activate P.S Virtual Kiosks

Subsequent Configuration | Subsequent Configuration | Subsequent Configuration | Subsequent Configuration | Subsequent Configuration

Standard Demonstration Mode

Add Forbidden Domain

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Enter the Root Domain Name you wish to add to the Forbidden Domain List. Click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to forbid, e.g.: www.brandamishngwebsite.com.

Root Domain Name:

Back Next

FIG. 48 B11

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Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Deploy P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Standard Demonstration Mode

Set Product Specific Virtual Kiosk Display Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the Display Mode that will be enabled for the Product-Specific Virtual Kiosks you will create in this section:

- ☒ Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode
- ☐ Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode
- ☐ Uni-Mode Display comprising: Brand Information Network Display Mode

Next

FIG. 48C1

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http://www.brandkeysystems.com/bk_deliver/m_launch_product_create-1.html

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Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks
Select Virtual Kiosk to Deploy | Select Product | Name Virtual Kiosk | Confirm Virtual Kiosk | Confirm Virtual Kiosk Creation

Standard Demonstration Mode

Search for Products


Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Identify the Product Data String Records for which an associated Product-Specific Virtual Kiosk will be created. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name or Product Name. Enter your search criteria in the textbox, select the Brand-Related Key from the dropdown list and click search to initiate the Product Search.

Search Criteria:

By: Universal Product Number 



 

FIG. 48C2

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Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Activate P-S Virtual Kiosks
 Set Virtual Kiosk Display Mode | Standard | Advanced | Name Virtual Kiosk | Confirm P-S Virtual Kiosk | Confirm Virtual Kiosk Creation

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product Data Strings for which an associated Product-Specific Virtual Kiosk will be created.

Universal Product Number (UPN)	Trade Mark (TM)	Product Descriptor (PD)	Selected
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="checkbox"/>
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="checkbox"/>
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="checkbox"/>
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="checkbox"/>
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="checkbox"/>

◀◀ ◀ Back 1 2 3 4 5 Next ▶▶

Back Next

FIG. 48C3

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Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Deploy P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Standard Demonstration Mode

Name Product Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select a Name for each Product-Specific Virtual Kiosk to be created.

Universal Product Number (UPN)	Trademark (TM)	Product Descriptor (PD)	P-S Virtual Kiosk Name	P-S Virtual Kiosk Serial Number
9909930-00939	Here will go the trade mark	Here will go the description of the product.		0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.		0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.		0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.		0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.		0900938-78383

Back 1 2 3 4 5 Next

Back Next

FIG. 48C4

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Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks
 Start Virtual Kiosk Display Mode | Name Virtual Kiosk | Confirm Virtual Kiosk Creation

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product-Specific Virtual Kiosk you wish to Customize by clicking on the Product-Specific Virtual Kiosk Name. When you have finished customizing the Product-Specific Virtual Kiosks, click the Finish button..

Product-Specific Virtual Kiosk Name

- [Trek® Cycles 2002](#)
- [Jazz® Discs 2002](#)
- [Gatorade USA 2002](#)
- [Just Do It!](#)
- [Trek® Cycles 2002](#)

Product-Specific Virtual Kiosk Serial Number

- 09890-0989
- 09890-0995
- 09890-1001
- 09890-1025
- 09890-0989

◀◀ ◀ Back 1 2 3 4 5 Next ▶▶

Next

FIG. 48C5

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Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks
Set Virtual Kiosk Display Mode | Select Product | Name Virtual Kiosk | Customize Virtual Kiosk | Confirm Virtual Kiosk Creation

Standard Demonstration Mode

Customize Product-Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Customize your Product-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Product-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Customization Options

Product Logo:

Browse

Geometric Layout: square



Surface Texture: Black



Surface Color: Black



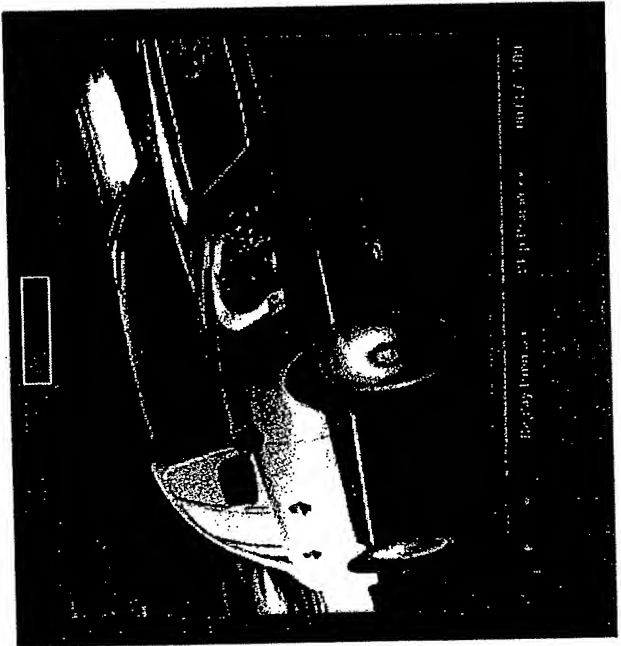
Button Style Set: square



Button Color Set: Black



Virtual Kiosk



Preview

Confirm

FIG. 48C6

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FIG. 48C7



Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks
 Set Virtual Kiosk Display Mode | Select Product | Name Virtual Kiosk | Choose P-S Virtual Kiosk | Assign P-S Virtual Kiosk to Customer

Standard Demonstration Mode

Confirm Creation of Product-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Congratulations, you have created the following Product-Specific Virtual Kiosks. You can now Modify or Deploy these Product-Specific Virtual Kiosks.

Universal Product Number (UPN)	Trademark (TM)	Product Descriptor (PD)	P-S Virtual Kiosk Name	P-S Virtual Kiosk Serial Number
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383

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FIG. 48 C8

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Configure P-S Virtual Kiosks

Deploy P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product-Specific Virtual Kiosk you wish to Modify by clicking on the Virtual Kiosk Name.

Universal Product Number (UPN)	Trademark (TM)	Product Descriptor (PD)	Product-Specific Virtual Kiosk Name
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<u>Virtual Kiosk name</u>

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

FIG. 48D1

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Configure P-S Virtual Kiosks | Create P-S Virtual Kiosk | Modify P-S Virtual Kiosk | Activate P-S Virtual Kiosk

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Dep by P-S Virtual Kiosk | Modify P-S Virtual Kiosk | Activate P-S Virtual Kiosk

Standard Demonstration Mode

Modify the Product-Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Update the Information for the selected Product-Specific Virtual Kiosk. Click Update to save your changes.

Universal Product Number (UPN):

09009876-09

Trademark (TM):

Here will go the Trade Mark

Product Descriptor (PD):

Here will go the Product Description

Product-Specific Virtual Kiosk Name:

Display Mode:

- ☒ Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode

- ☐ Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode

- ☐ Uni-Mode Display comprising: Brand Information Network Display Mode

Virtual Kiosk Status:

Deployed-Activated

Delete this Kiosk

Back Update

FIG. 48DZ

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Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Product-Specific Virtual Kiosk: (Name) has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update.

Universal Product Number (UPN):

09009876-09

Trademark (TM):

Here will go the Trade Mark

Product Descriptor (PD):

Here will go the Product Description

Product-Specific Virtual Kiosk Name:

Here will go the Virtual Kiosk Name

Virtual Kiosk Mode:

Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Knowledge Network

Allow Consumer Installation:

✓

Virtual Kiosk Status:

Deployed-Activated



FIG. 48 D3

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Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Deploy P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Standard Demonstration Mode

Modify the Product-Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Product-Specific Virtual Kiosk: [Name] has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update.

Universal Product Number (UPN):

09009876-09

Trademark (TM):

Here will go the Trade Mark

Product Descriptor (PD):

Here will go the Product Description

Product-Specific Virtual Kiosk Name:

Here will go the Virtual Kiosk Name

Virtual Kiosk Mode:

Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network

Allow Consumer Installation:

✓

Virtual Kiosk Status:

Deployed-Activated

Edit Confirm

FIG. 48D3

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Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Select an Environment

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

Product-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Product-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Product-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Product-Specific Virtual Kiosk from any web page once the Image and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Product-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Product-Specific Virtual Kiosks will be launched:

- ☒ HTML-Encoded Brandkey (TM) Button
- ☐ HTML-Encoded Document
- ☐ HTML-Encoded Image
- ☐ HTML-Encoded Desktop Icon

Next

FIG. 48E1

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Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Select Product-Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Product-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Back Next

FIG. 48E2

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Configure P.S. Virtual Kiosks

Create P.S. Virtual Kiosks

Modify P.S. Virtual Kiosks

Deploy P.S. Virtual Kiosks

Activate P.S. Virtual Kiosks

Control Panel for Generating Product-Specific (P.S.) Virtual Kiosks

Standard Demonstration Mode

Select Product-Specific Virtual Kiosk Language

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the languages in which you wish to deploy the configured Product-Specific Virtual Kiosks.

Language

English
Spanish
French
German
Japanese
Dutch
Italian
Chinese
Danish

Selected

☐ ☒ ☒ ☒ ☒ ☒ ☒ ☒ ☒

Language

Austrian
Brazilian
Canadian French
Catalan
Finnish
Norwegian
Portuguese
Swedish

Selected

☒ ☒ ☒ ☒ ☒ ☒ ☒ ☒

FIG. 48E3A

Back Next

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Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Deploy P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Standard Demonstration Mode

CREATE HTML ENCODED DOCUMENTS

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create or Import the document into which you wish to embed the Product-Specific Virtual Kiosk tag. Click the Import button to load an existing document.
The document must be in World format to load correctly.

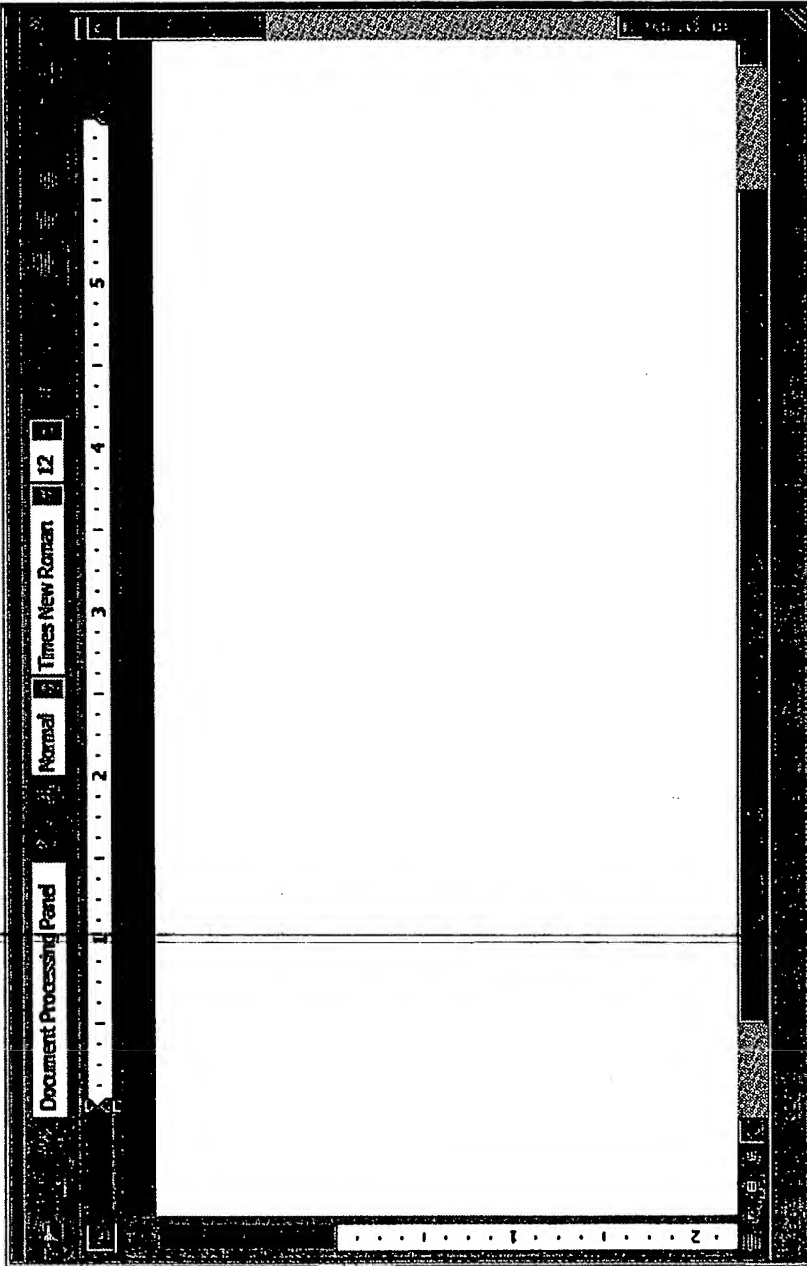


FIG. 48E3B

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Insert Word, Click to Insert Word Document

Back

Import

Create HTML Embedded Document

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FIG. 48E3C



Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Deploy P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Standard Demonstration Mode

Select HTML-Embedded Document Format

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

☒ Microsoft Word Document format

☐ Adobe PDF Document format

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FIG. 48E3D

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Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Select Product-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID

9909930-00939

9909930-00939

9909930-00939

9909930-00939

9909930-00939

Product-Specific Virtual Kiosk Name
Here will go the description of the retailer.

Here will go the description of the retailer.

Here will go the description of the retailer.

Here will go the description of the retailer.

Here will go the description of the retailer.

Deploy

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BACK NEXT

R/G.48E3E

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Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Select Product Specific Virtual Kiosk Languages

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

- | Language | Selected |
|----------|-------------------------------------|
| English | <input type="checkbox"/> |
| Spanish | <input checked="" type="checkbox"/> |
| French | <input checked="" type="checkbox"/> |
| German | <input checked="" type="checkbox"/> |
| Japanese | <input checked="" type="checkbox"/> |
| Dutch | <input checked="" type="checkbox"/> |
| Italian | <input checked="" type="checkbox"/> |
| Chinese | <input checked="" type="checkbox"/> |
| Danish | <input checked="" type="checkbox"/> |

- | Language | Selected |
|-----------------|-------------------------------------|
| Austrian | <input type="checkbox"/> |
| Brazilian | <input checked="" type="checkbox"/> |
| Canadian French | <input checked="" type="checkbox"/> |
| Catalan | <input checked="" type="checkbox"/> |
| Finnish | <input checked="" type="checkbox"/> |
| Norwegian | <input checked="" type="checkbox"/> |
| Portuguese | <input checked="" type="checkbox"/> |
| Swedish | <input checked="" type="checkbox"/> |

- | Selected |
|-------------------------------------|
| <input checked="" type="checkbox"/> |
| <input checked="" type="checkbox"/> |
| <input checked="" type="checkbox"/> |
| <input checked="" type="checkbox"/> |
| <input checked="" type="checkbox"/> |
| <input checked="" type="checkbox"/> |
| <input checked="" type="checkbox"/> |

Back Next

Fig. 48E3F

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Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Upload Images (Content Encoded Image)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the image to upload that you wish to use as the base image for the HTML-Encoded Image you wish to create.

Base Image:

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded Image you wish to create.

Secondary Image:

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PIG.48E3G

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Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

CREATE HTML-ENCODED IMAGE

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

Use the window below to format your new image which shall be used in the HTML-Encoded Image you wish to create. You may resize both the images if you wish. The Secondary Image shall always appear on top of the Base Image.

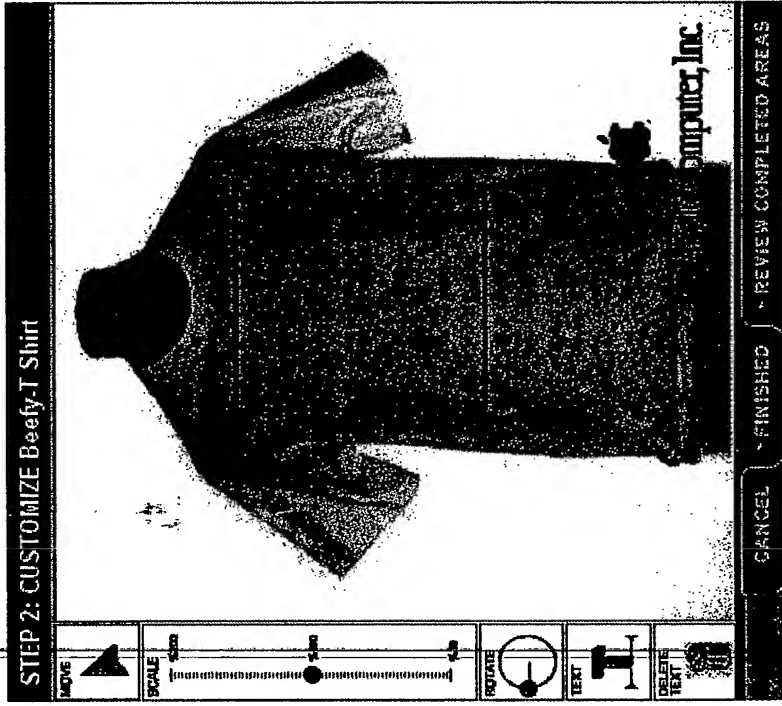


FIG. 48E3H

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R19.48E3I



Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Specify Virtual Kiosks

Specify Virtual Kiosks

Standard Demonstration Mode

SELECTED IMAGE AREA

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to launch the Product-Specific Virtual Kiosk.

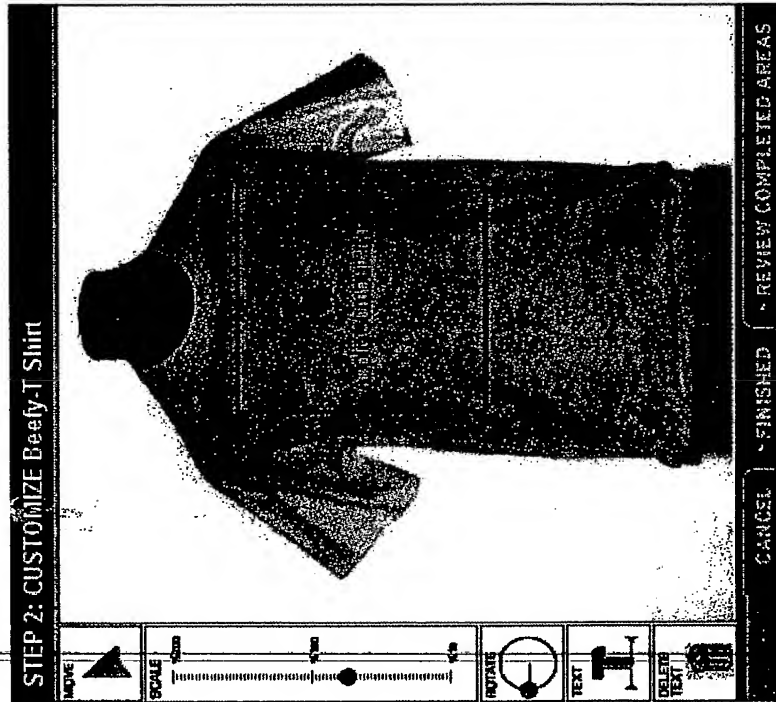


FIG. 48E35

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FIG. 48E3K



Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Deploy P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID

9909930-00939

9909930-00939

9909930-00939

9909930-00939

9909930-00939

Product-Specific Virtual Kiosk Name

Here will go the description of the retailer.

Here will go the description of the retailer.

Here will go the description of the retailer.

Here will go the description of the retailer.

Here will go the description of the retailer.

Deploy

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◀◀ ◀ Back 1 2 3 4 5 Next ▶▶

Back Next

FIG. 48 E3L

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Control Panel for Generating Product Specific P-S Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Select Product Specific Virtual Kiosks Languages

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language
English
Spanish
French
German
Japanese
Dutch
Italian
Chinese
Danish

Selected ☐ ☒ ☒ ☒ ☒ ☒ ☒ ☒ ☒ ☒
Language
Austrian
Brazilian
Canadian French
Catalan
Finnish
Norwegian
Portuguese
Swedish

Selected ☒ ☒ ☒ ☒ ☒ ☒ ☒ ☒

Back Next

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Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Upload Image for HTML-Encoded Content Icon

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please Upload the Image you wish to use as the Icon for the HTML-Encoded Icon you wish to deploy.

Icon Image:

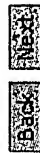
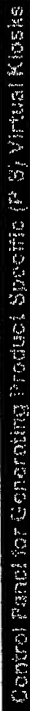


FIG. 48E3-N

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Configure P.S. Virtual Kiosks	Create P.S. Virtual Kiosks	Modify P.S. Virtual Kiosks	Deploy P.S. Virtual Kiosks	Activate P.S. Virtual Kiosks
-------------------------------	----------------------------	----------------------------	----------------------------	------------------------------

THE NEW YORK PUBLIC LIBRARY

Client Account No: 7145001

User Name: John Smith

Here will go the License Agreement.

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Agree- Disagree-

FIG. 48E4



Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Common Deployment for Product-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The selected Product-Specific Virtual Kiosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Product-Specific Virtual Kiosks for Installation, you must first Activate them.

FIG. 48E5

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Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Deploy P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Standard Demonstration Mode

Control Panel for Activating Product-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Activate/Deactivate Deployed Product-Specific Virtual Kiosks

The Product-Specific Virtual Kiosks listed below have been Deployed. You can Activate any of these Product-Specific Virtual Kiosks by checking its Active checkbox. To Deactivate any Product-Specific Virtual Kiosk, simply uncheck its Active checkbox. Click Update to save your changes.

Product-Specific Virtual Kiosk Serial Number

Here will go the min

Here will go the min

Here will go the min

Here will go the min

Here will go the min

Product-Specific Virtual Kiosk Name

Here will go the product name

Here will go the product name

Here will go the product name

Here will go the product name

Here will go the product name

Active

☒☐☐☐☐

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Activate

FIG. 48 F1

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1046



Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Standard Demonstration Mode

Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: R.135

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FIG. 48G1



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Set Standard Configuration

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Do you wish to create a Service-Specific Virtual Kiosk for all Service Data String Records?

☐ Yes ☐ No

Do you wish to allow installation of Service-Specific Virtual Kiosks by Consumers?

☒ Yes ☐ No

Next

FIG. 48G2

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Configure S-S Virtual Kiosks
Standard Configuration

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deo by S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Standard Demonstration Mode

SALES/RETAILERS

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have permitted the following Retailers to install Service-Specific Virtual Kiosks associated with your Client Account. If you wish to remove a Retailer from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Retailers to add additional Retailers to this list.

Retailer Name	City	State	Zip/Postal Code	Country	Active
Retailer Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Retailer Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Retailer Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Retailer Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Retailer Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

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Back Add Retailers Next

FIG. 48G3

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Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Search for Retailers

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for Retailers you wish to grant the right to install Service-Specific Virtual Kiosks associated with your Client Account. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Retailer Search.

Retailer Name:

City:

State:

Zip/Postal Code:

Country: United States

Back Search

FIG. 4864

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Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Set Standard Configuration

Standard Configuration

Standard Configuration

Standard Configuration

Standard Configuration

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Retailers matched your Search Criteria. Check the Add Retailer checkbox to grant the Retailer the right to install Service-Specific Virtual Kiosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search.

Retailer Name	City	State	Zip/Postal Code	Country	Add Retailer
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	New York	New York	06903	United States	<input type="checkbox"/>
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next | >>

Back Next

FIG. 4865



Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have permitted the following Industrialists to install Service-Specific Virtual Kiosks associated with your Client Account. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialist to add additional Industrialists to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

44 | < Back 1 2 3 4 5 Next > >>

Back Add Industrialist Next

FIG. 4856

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Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deactivate S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

[Search for Industrialists](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for Industrialists you wish to grant the right to install Service-Specific Virtual Kiosks associated with your Client Account. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist Search.

Industrialist Name:

City:

State:

Zip/Postal Code:

Country:

United States

[Back](#) [Search](#)

FIG. 4867

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Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Dea by S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Select Industrialists

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Industrialists matched your Search Criteria. Check the Add Industrialist checkbox to grant the Industrialist the right to install Service-Specific Virtual Kiosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

44 | < Back 1 2 3 4 5 Next > | >>

Back Next

FIG. 4868

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Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Standard Demonstration Mode

See Forbidden Domains

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have Forbidden the following Domains from launching Service-Specific Virtual Kiosks associated with your Client Account. If you wish to remove a Forbidden Domain from the list, then uncheck the Forbidden checkbox. Click Finish to save your changes. Click Add Domain to add another Forbidden Domain.

Domain Name

Domain Name 1

Domain Name 2

Domain Name 3

Domain Name 4

Domain Name 5

Forbidden

☒☒☒☒☒

Back 1 2 3 4 5 Next

Back Add Domain Finish

FIG. 4869

http://www.brandkeysystems.com/bk_deliver/m-launch-service-configure-8.html

file:///F:/www/brandkey/bk_deliver/TFMP/5224hej87h.htm

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Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks
Self-Service Configuration | Add New Virtual Kiosk | Add New Virtual Kiosk | Add New Virtual Kiosk | Add New Virtual Kiosk

Add Forbidden Domain

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Enter the Root Domain Name you wish to add to the Forbidden Domain List. Click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to forbid. e.g.: www.brandmishingswebsite.com.

Root Domain Name:

Standard Demonstration Mode



FIG. 48G10

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Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Remove S-S Virtual Kiosks

Common Virtual Kiosk Configuration

Standard Demonstration Mode

Service-Specific Virtual Kiosk Display Mode

☐ Client Account: DISNEY

☐ Client Account No: 7145001

☐ User Name: John Smith

Please select the Display Mode that will be enabled for the Service-Specific Virtual Kiosks you will create in this section:

- ☒ Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode
- ☐ Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode
- ☐ Uni-Mode Display comprising: Brand Information Network Display Mode

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FIG. 48H1

6/18/2003



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks
Set Virtual Kiosk Display Mode | Name Virtual Kiosk | Confirm Virtual Kiosk Creation

Standard Demonstration Mode

Search for Services

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Identify the Service Data String Records for which an associated Service-Specific Virtual Kiosk will be created. You may search by Universal Service Number, Service Mark, Service Descriptor, Brand Entity Name or Service Name. Enter your search criteria in the textbox, select the Brand-Related Key from the dropdown list and click search to initiate the Service Search.

Search Criteria:

By: Universal Service Number



FIG 48H2

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Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deactivate S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Service Data Strings for which an associated Service-Specific Virtual Kiosk will be created.

Universal Service Number (USN)	Service Mark (SM)	Service Descriptor (SD)	Selected
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="checkbox"/>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="checkbox"/>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="checkbox"/>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="checkbox"/>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="checkbox"/>

44 | < Back 1 2 3 4 5 Next > | ►►

Back Next

FIG. 48H3

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Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Standard Demonstration Mode

Name Service-Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select a Name for each Service-Specific Virtual Kiosk to be created.

Universal Service Number (USN)	Service Mark (SM)	Service Descriptor (SD)	S-S Virtual Kiosk Name	S-S Virtual Kiosk Serial Number
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the trade service	Here will go the description of the service.	<input type="text"/>	0900938-78383

44 | Back 1 2 3 4 5 Next >

Back Next

FIG. 48H4

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Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks < | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Activate S-S Virtual Kiosks
Set Virtual Kiosk Display Mode | Generating Services | Name Virtual Kiosk | Confirm Virtual Kiosk Creation

Standard Demonstration Mode

Customize Service-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Service-Specific Virtual Kiosk you wish to Customize by clicking on the Virtual Kiosk Name. When you have finished customizing the Service-Specific Virtual Kiosks, click the Finish button..

- Service-Specific Virtual Kiosk Name
- Trek® Cycles 2002
 - Jazz® Discs 2002
 - Gatorade USA 2002
 - Just Do It!
 - Trek® Cycles 2002

- Service-Specific Virtual Kiosk Serial Number
- 09890-0989
 - 09890-0995
 - 09890-1001
 - 09890-1025
 - 09890-0989

<< | < Back | 1 2 3 4 5 | Next > | >>



FIG. 48H5

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Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Customize your Service-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Service-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Customization Options

Service Logo:

Preview

Geometric Layout: square



Surface Texture: Black



Surface Color: Black



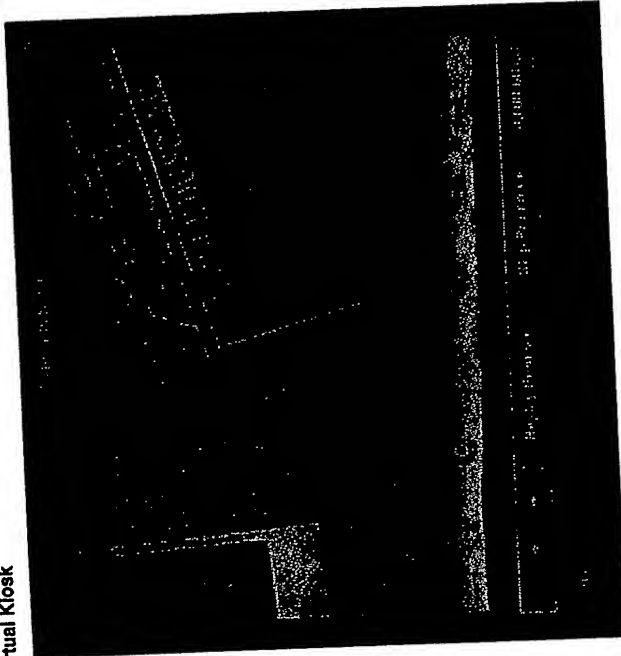
Button Style Set: square



Button Color Set: Black



Virtual Kiosk



Preview

Confirm

FIG. 48H6

FIG. 4847

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Configure S-S Virtual Kiosks | 1 | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Standard Demonstration Mode

Confirm Creation of Service-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Congratulations, you have created the following Service-Specific Virtual Kiosks, you can now Modify or Deploy these Service-Specific Virtual Kiosks.

Universal Service Number (USN)	Service Mark (SM)	Service Descriptor (SD)	S-S Virtual Kiosk Name	S-S Virtual Kiosk Serial Number
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383

◀ | 4 Back 1 2 3 4 5 Next ▶ | ▶▶

FIG. 48 H8

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Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks Create S-S Virtual Kiosks Modify S-S Virtual Kiosks Deploy S-S Virtual Kiosks Activate S-S Virtual Kiosks

Standard Demonstration Mode

Select the Service-Specific Virtual Kiosk

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Select the Service-Specific Virtual Kiosk you wish to Modify by clicking on the Virtual Kiosk Name.

Universal Service Number (USN)	Service Mark (SM)	Service Descriptor (SD)	Service-Specific Virtual Kiosk Name
9909930-00939	Here will go the service mark	Here will go the description of the service.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<u>Virtual Kiosk name</u>

Back 1 2 3 4 5 Next

FIG. 48 I 1

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Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Get S-S Virtual Kiosk | Modify S-S Virtual Kiosk

Modify the Service-Specific Virtual Kiosk

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Update the information for the selected Service-Specific Virtual Kiosk. Click Update to save your changes.

Universal Product Number (UPN):

09009876-09

Service Mark (SM):

Here will go the Service Mark

Service Description (SD):

Here will go the Service Description

Virtual Kiosk Name:

Virtual Kiosk Mode:

☒ Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode

☐ Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode

☐ Uni-Mode Display comprising: Brand Information Network Display Mode

Virtual Kiosk Status:

Deployed-Activated

Deleting Kiosk

Back Update

FIG. 4812

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Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Select Virtual Kiosk | Modify Virtual Kiosk

Standard Demonstration Mode

Modifying Service Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Service-Specific Virtual Kiosk: [Name] has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update.

Universal Product Number (UPN): 09009876-09
Service Mark (SM): Here will go the Service Mark
Service Description (SD): Here will go the Service Description
Virtual Kiosk Name: Here will go the Virtual Kiosk Name
Virtual Kiosk Mode: Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network
Virtual Kiosk Status: Deployed-Activated

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Edit | Confirm

FIG. 48 I 3



Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Standard Demonstration Mode

Select Launch Environment

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Service-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Service-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Service-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Service-Specific Virtual Kiosk from any web page once the image and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Service-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Service-Specific Virtual Kiosks will be launched:

- ☒ HTML-Encoded Brandkey (TM) Button
- ☐ HTML-Encoded Document
- ☐ HTML-Encoded Image
- ☐ HTML-Encoded Desktop Icon



FIG. 48J1

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Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Service-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Service-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="checkbox"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="checkbox"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="checkbox"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="checkbox"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next | >>

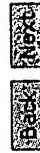


FIG 48J2

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Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Select Service Specific Virtual Kiosk Languages

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

Back Next

FIG. 48J3A

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Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Select Service-Specific Virtual Kiosk(s)

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Service-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Service-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

44 | < Back 1 2 3 4 5 Next > | >>

Back Next

FIG. 48T3B

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Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Select Product-Specific Virtual Kiosk Language

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Service-Specific Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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Back Next

R1G.48T3C



Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create or import the document into which you wish to embed the Service-Specific Virtual Kiosk tag. Click the Import button to load an existing document.
The document must be in Word format to load correctly.

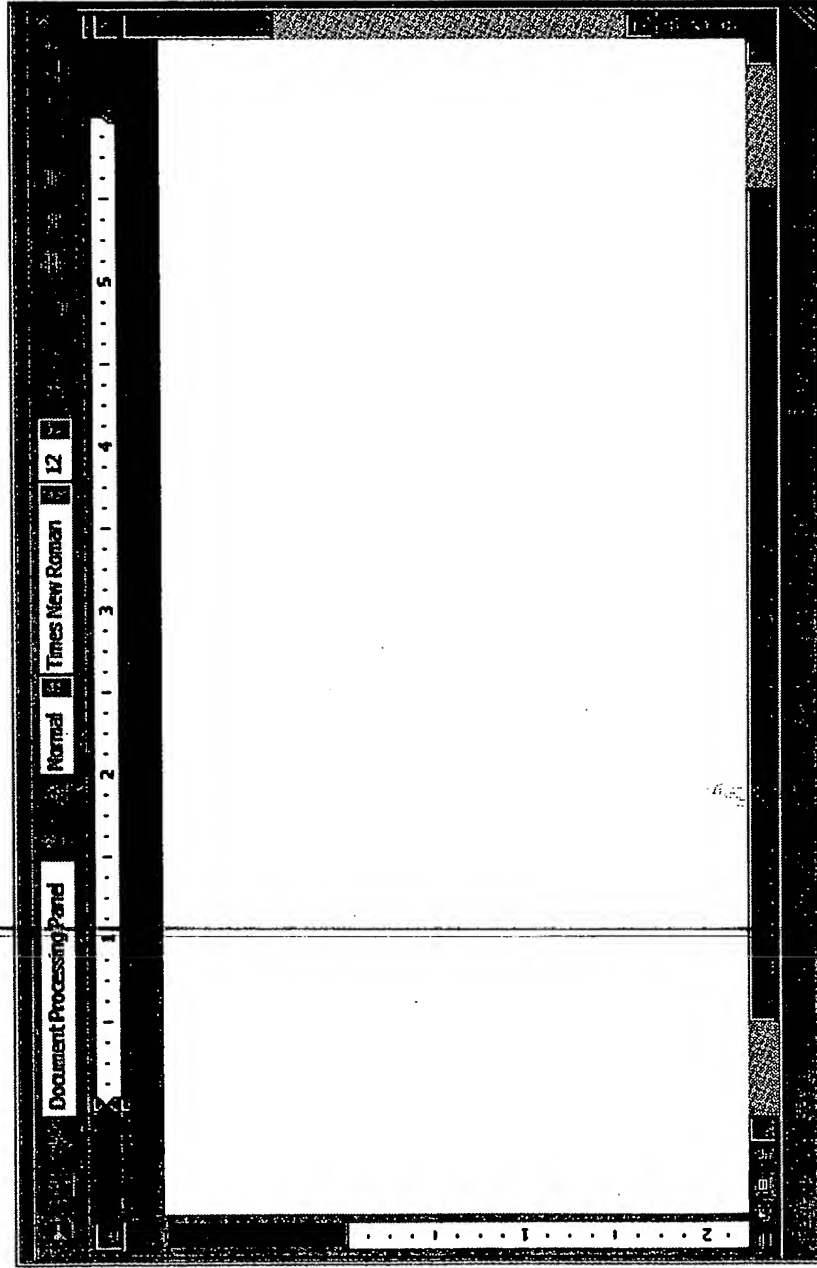


FIG. 48J3D

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Insert Virtual Kiosk Page into Existing Document

Back

Import

Create HTML Embedded Document

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FIG 48T3E



Control Panel for Generating Service Specimens (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Selected HTML Embedded Document Content

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

- ☒ Microsoft Word Document format
- ☐ Adobe PDF Document format

Back Next

FIG. 4853F

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Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Select Service-Specific Virtual Kiosk(s)

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
Select the Service-Specific Virtual Kiosk(s) you wish to deploy.		
Virtual Kiosk ID	Service-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

44 | 4 Back 1 2 3 4 5 Next | 44

Back Next

FIG. 48T39

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Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the languages in which you wish to deploy the configured Service-Specific Virtual Kiosks.

Language

English
Spanish
French
German
Japanese
Dutch
Italian
Chinese
Danish

Selected

☐ ☒ ☒ ☒ ☒ ☒ ☒ ☒ ☒

Language

Austrian
Brazilian
Canadian French
Catalan
Finnish
Norwegian
Portuguese
Swedish

Selected

☒ ☒ ☒ ☒ ☒ ☒ ☒

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RIG.48J3H



Central Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Upload Images for HTML-Encoded Images

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the image to upload that you wish to use as the base image for the HTML-Encoded Image you wish to create.

Base Image:

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded Image you wish to create.

Secondary Image:

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FIG. 4853H



Configure S-S Virtual Kiosks

Specify Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service Specific (3-S) Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded image you wish to create. You may resize both the images if you wish. The Secondary image shall always appear on top of the Base image.

Create HTML-Encoded Image

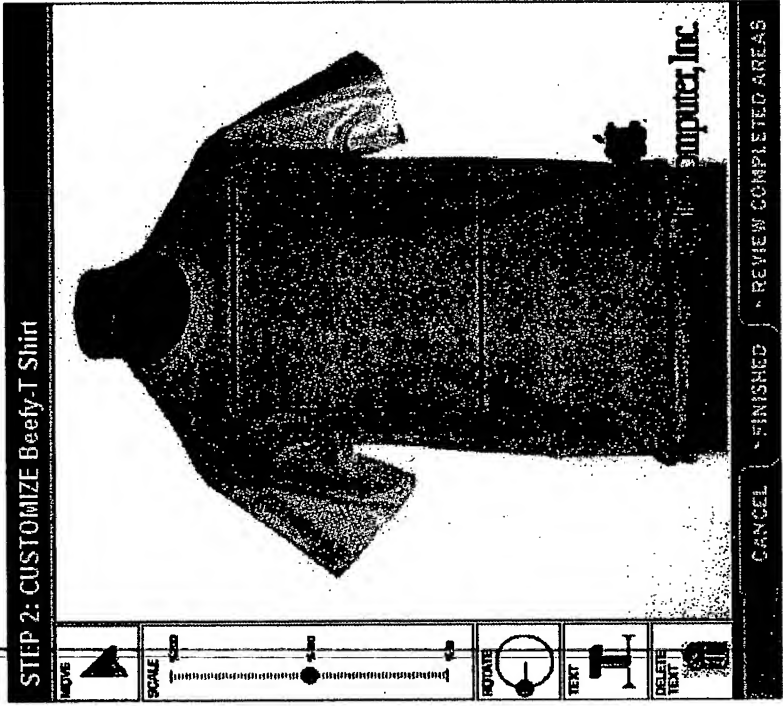


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FIG. 48J 3J



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Select Client Account to Modify Area

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to launch the Service-Specific Virtual Kiosk.

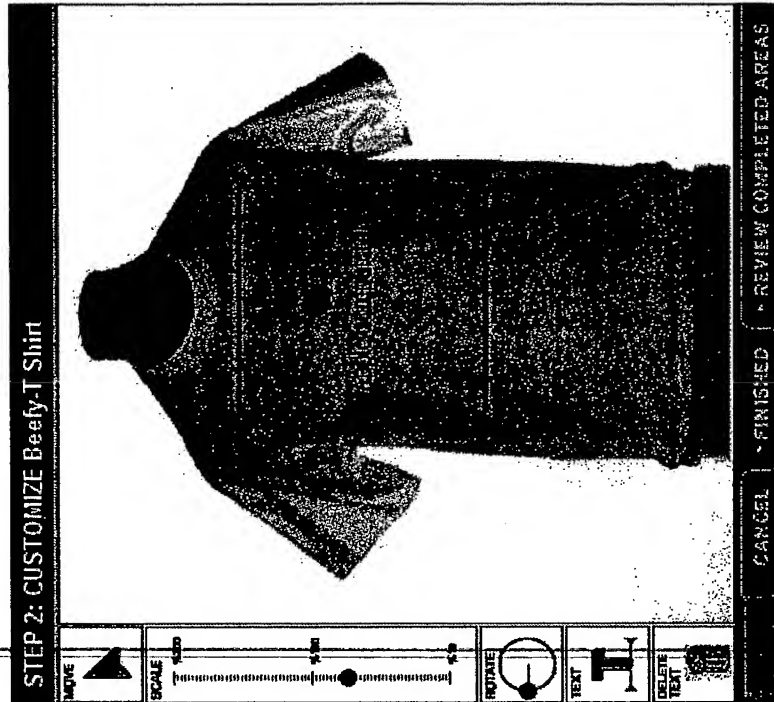


FIG. 48J3K

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FIG. 48J3L



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Select Service-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Service-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Service-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="radio"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="radio"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="radio"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="radio"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="radio"/>

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FIG. 48 J3M



Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the languages in which you wish to deploy the configured Service-Specific Virtual Kiosks.

Language

- English
- Spanish
- French
- German
- Japanese
- Dutch
- Italian
- Chinese
- Danish

Selected

- ☐
- ☒
- ☒
- ☒
- ☒
- ☒
- ☒
- ☒
- ☒

Language

- Austrian
- Brazilian
- Canadian French
- Catalan
- Finnish
- Norwegian
- Portuguese
- Swedish

Selected

- ☒
- ☒
- ☒
- ☒
- ☒
- ☒
- ☒
- ☒

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FIG. 48J3N

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Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Upload Image for HTML-Encoded Icon

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please Upload the Image you wish to use as the Icon for the HTML-Encoded Icon you wish to deploy.

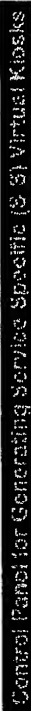
Icon Image:

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FIG. 48530

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Configure SSVirtualKiosks | Modify SSVirtualKiosks | Deploy SSVirtualKiosks | Activate SSVirtualKiosks

THE NEW YORK PUBLIC LIBRARY

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

[illegible]

AGA/1046

Disagree

Agree

FIG 48J4



Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Control Panel for Deploying Service-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The selected Service-Specific Virtual Kiosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Service-Specific Virtual Kiosks for installation, you must first Activate them.

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FIG. 48J5



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The Virtual Kiosks below have been deployed. You can activate any of the Virtual Kiosk by checking the Active field for that Virtual Kiosk. To deactivate any Virtual Kiosk simply uncheck the Active field for the Virtual Kiosk. Click Update to save the changes.

Virtual Kiosk ID

- Here will go the VK ID
- Here will go the VK ID
- Here will go the VK ID
- Here will go the VK ID
- Here will go the VK ID

Virtual Kiosk Name

- Here will go the service name
- Here will go the service name
- Here will go the service name
- Here will go the service name
- Here will go the service name

Active

- ☒
- ☐
- ☐
- ☐
- ☐

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FIG. 48 K1



Configure V-S Virtual Kiosks

Create V-S Virtual Kiosks

Modify V-S Virtual Kiosks

Deploy V-S Virtual Kiosks

Activate V-S Virtual Kiosks

Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Standard Demonstration Mode

Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: R.139

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FIG. 48L1



Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Set Standard Configuration

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Do you wish to create a Vendor-Specific Virtual Kiosk for all registered Brands?

☐ Yes ☐ No

Do you wish to allow for creation of custom Vendor-Specific Virtual Kiosks?

☐ Yes ☐ No

By default do you wish to allow installation of Vendor-Specific Virtual Kiosks by Consumers?

☒ Yes ☐ No

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FIG. 48L2

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Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have selected to allow the following Retailers to install Vendor-Specific Virtual Kiosks you create. If you wish to remove a Retailer from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Retailers to add additional Retailers to this list.

Retailer Name	City	State	Zip/Postal Code	Country	Active
Retailer Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Retailer Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Retailer Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Retailer Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Retailer Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

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Back Add Retailers Next

FIG. 48L3

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Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

[Search for Retailers](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Retailers you wish to add to the list of Retailers allowed to install Vendor-Specific Virtual Kiosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the retailer search.

Retailer Name:

City:

State:

Zip/Postal Code:

Country:

[Back](#) [Search](#)

FIG. 48L4

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Configure V-S Virtual Kiosks

Create V-S Virtual Kiosks

Modify V-S Virtual Kiosks

Deploy V-S Virtual Kiosks

Activate V-S Virtual Kiosks

Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Standard Demonstration Mode

Select Retailers

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Retailers matched your search criteria. Check the Add Retailer to add the Retailer to the list of Retailers allowed to install your Vendor-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Retailer Name	City	State	Zip/Postal Code	Country	Add Retailer
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	New York	New York	06903	United States	<input type="checkbox"/>
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

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BACK NEXT

FIG. 4825

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Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Set Allowed Industrialists

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have selected to allow the following Industrialists to install Vendor-Specific Virtual Kiosks you create. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialists to add additional Industrialists to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

◀ ◀ ◀ Back 1 2 3 4 5 Next ▶ ▶ ▶

Back Add Industrialist Next

FIG. 48L6

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Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks
Get Started | Configuration | Search | Help

Standard Demonstration Mode

Search for Industrialists

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Industrialists you wish to add to the list of Industrialists allowed to Install Vendor-Specific Virtual Kiosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist search.

Industrialist Name:

City:

State:

Zip/Postal Code:

Country:

United States



FIG. 48L7

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Control Panel for Generating Vendor Specific (V/S) Virtual Kiosks

Configure V/S Virtual Kiosks | Create V/S Virtual Kiosks | Modify V/S Virtual Kiosks | Deploy V/S Virtual Kiosks | Activate V/S Virtual Kiosks

Standard Demonstration Mode

Select Industrialist

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Industrialists matched your search criteria. Check the Add Industrialist to add the Industrialist to the list of Industrialists allowed to install your Vendor-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

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Back Next

FIG. 48L8

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Control Panel for Generating Vendor Specific V-S Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks
Set Standard Configuration | Set Forbidden Domains | Set Forbidden Domains | Set Forbidden Domains

Standard Demonstration Mode

Set Forbidden Domains

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have chosen to forbid the following Domains from launching your Vendor-Specific Virtual Kiosks. If you wish to remove a Domain from the list, uncheck the Forbidden checkbox. Click Next to save your changes. Click Add Domain to add another Domain to the Forbidden Domains List.

- Domain Name
- Domain Name 1
- Domain Name 2
- Domain Name 3
- Domain Name 4
- Domain Name 5

Forbidden

- ☒
- ☒
- ☒
- ☒
- ☒

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Back Add Domain Finish

FIG. 48L9

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Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Add Forbidden Domain

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Enter the Root Domain Name you wish to add to the Forbidden Domain List and click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to block, e.g.: www.mystore.com.

Root Domain Name:

Standard Demonstration Mode

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FIG. 48L10



Control Panel for Generating Vendor Specific (V.S) Virtual Kiosks

Configure V.S Virtual Kiosks | Create V.S Virtual Kiosks | Modify V.S Virtual Kiosks | Deploy V.S Virtual Kiosks | Activate V.S Virtual Kiosks

Standard Demonstration Mode

~~Set Vendor Specific Virtual Kiosk Display Mode~~

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the display mode that will be assigned to the Vendor-Specific Virtual Kiosks you will be creating in this section:

- ☒ Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network
- ☐ Dual-Mode Display featuring Advertising Spots + the Brand Information Network
- ☐ Single-Mode Display featuring the Brand Information Network

Next

FIG. 48M1

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Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

[Configure V-S Virtual Kiosks](#) |
 [Create V-S Virtual Kiosks](#) |
 [Modify V-S Virtual Kiosks](#) |
 [Deactivate V-S Virtual Kiosks](#) |
 [Activate V-S Virtual Kiosks](#)

Standard Demonstration Mode

Search for Brand Entities

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Brand Entities associated with your Client Account which you wish to add to the Vendor-Specific Virtual Kiosk. The Product Data String Records associated with the selected Brand Entities will be available for display in the Vendor-Specific Virtual Kiosk. You may search for Brand Entities by Trademark, Product Descriptor or Brand Entity Name. Enter the Search Criteria in the textbox, select the Brand-Related Key from the dropdown list, and then click the Search button to initiate the Brand Entity Search.

Search Criteria:

By: Trademark

FIG. 48M2

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Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks
Set Virtual Kiosk Display Mode | Select Virtual Kiosk | Select Virtual Kiosk | Select Virtual Kiosk | Select Virtual Kiosk | Select Virtual Kiosk

Standard Demonstration Mode

Select Brand Entities

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Brand Entities which you wish to add to the Vendor-Specific Virtual Kiosk.

Brand Entity	Brand Entity Owner	Trademark (TM)	Product Descriptor (PD)	No. of Products	Add to Kiosk
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Back Next

FIG. 48M3

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Configure V.S Virtual Kiosks | Create V.S Virtual Kiosks | Modify V.S Virtual Kiosks | Deploy V.S Virtual Kiosks | Activate V.S Virtual Kiosks
Get Virtual Kiosk Display Mode | Select for Kiosk | Select for Tablet | Select for Mobile | Select for Web | Select for Virtual Kiosk | Confirm Virtual Kiosk Creation

Control Panel for Generating Vendor Specific V.S Virtual Kiosks

Name Vendor Specific Virtual Kiosk

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Name the Vendor-Specific Virtual Kiosk you have just created.

Vendor-Specific Virtual Kiosk Serial Number

Here will go the virtual kiosk ID

Vendor-Specific Virtual Kiosk Name

◀◀ ◀ Back 1 2 3 4 5 Next ▶▶▶

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FIG. 48M4

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Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks
 Set Virtual Kiosk Display Mode | Select Vendor Brand | Select Brand | Name Virtual Kiosk | Edit V-S Virtual Kiosk | Confirm V-S Virtual Kiosk Creation

Standard Demonstration Mode

Customize Vendor-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosk you wish to customize by clicking on the Virtual Kiosk Name. When you have finished Customizing the Vendor-Specific Virtual Kiosk click the Next button.

Vendor-Specific Virtual Kiosk Name	Vendor-Specific Serial Number
Trek@Cycles 2002	09890-0989

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HG.48M5

http://www.brandkeysystems.com/bk_deliver/m_launch_vendor_create-5.html
http://www.brandkeybk_deliver/MP7js5keja8x.htm



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Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

- Configure V-S Virtual Kiosks
- Create V-S Virtual Kiosks
- Modify V-S Virtual Kiosks
- Deploy V-S Virtual Kiosks
- Activate V-S Virtual Kiosks

Standard Demonstration Mode

Customize Vendor-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Customize your Vendor-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Vendor-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Customization Options

Vendor Logo:

Geometric Layout: ☒ square

Surface Texture: ☒ Black

Surface Color: ☒ Black

Button Style Set: ☒ square

Button Color Set: ☒ Black

Virtual Kiosk

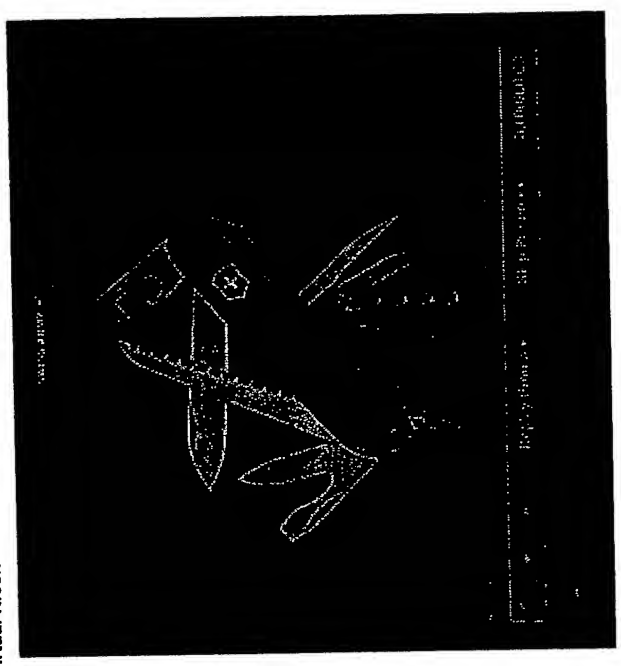


FIG. 48M6

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FIG. 48 M7



Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Congratulations, you have created the following Vendor-Specific Virtual Kiosks, you can now Modify or Deploy these Vendor-Specific Virtual Kiosks.

Vendor-Specific Virtual Kiosk Name	Vendor-Specific Virtual Kiosk Serial Number
Here will go the description of the product.	0900938-78383
Here will go the description of the product.	0900938-78383
Here will go the description of the product.	0900938-78383
Here will go the description of the product.	0900938-78383
Here will go the description of the product.	0900938-78383

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FIG. 48M8



Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Select the Vendor Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Vendor-Specific Virtual Kiosks you wish to modify by clicking on the Virtual Kiosk ID Number.

Virtual Kiosks ID Number	Store Location	Virtual Kiosk Name	Deployed	Active
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	X
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	X

◀◀ | ◀ Back | 1 2 3 4 5 | Next ▶▶

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FIG. 48N1



Configure V/S Virtual Kiosks

Create V/S Virtual Kiosks

Modify V/S Virtual Kiosks

Deactivate V/S Virtual Kiosks

Activate V/S Virtual Kiosks

Control Panel for Generating Vendor-Specific V/S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Update the information for the selected Virtual Kiosk. Click Update to save your changes. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number: 09009876-09

Virtual Kiosk Name:

Display Mode:

☐ Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode

☐ Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode

☐ Uni-Mode Display comprising: Brand Information Network Display Mode

Allow Consumer Installation:

☒ Yes ☐ No

Virtual Kiosk Status:

Deployed-Activated

Deactivate this Kiosk

Update Brands

Update

Back

Fig. 48N2

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http://www.brandkeysystems.com/bk_deliver/m_launch_vendor_modify-2.html

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Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Modify Vendor Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The Vendor-Specific Virtual Kiosk (Name) has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number: 09009876-09
Virtual Kiosk Name: Virtual Kiosk Name
Virtual Kiosk Mode: Promo-Spot Display Mode
Allow Retailer Installation: Yes
Allow Industrialist Installation: No
Allow Consumer Installation: Yes
Virtual Kiosk Status: Deployed-Activated

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Edit | Update Brands | Confirm

FIG. 48N3



Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

EDIT BRAND ENTITY

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please review the list of Brand Entities assigned to the Vendor-Specific Virtual Kiosks. To remove an associated Brand Entity from the Virtual Kiosk, simply uncheck the Active checkbox. To add new Brand Entities to the Virtual Kiosk list, click the Add Brands button. If you do not wish to add any more, click Finish to confirm the Virtual Kiosk Brand Entity list.

Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)	Selected
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>

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Add Brand

Finish

FIG. 48N4

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Control Panel for Generating Vendor Specific V-S Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks


Standard Demonstration Mode

Search for Brand Entities

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Brand Entities to add to the Vendor-Specific Virtual Kiosks. You may search by the Trade Mark, Product Descriptor or Brand Entity Name. Enter the search criteria in the textbox, select the parameters from the dropdown list and click the Search button to initiate the Brand Entity search.

Search for:

By: TradeMark 

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FIG. 48N5



Standard Demonstration Mode

Select Brand Entity

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Brand Entities to add to the Vendor-Specific Virtual Kiosks.

Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)	Add to Kiosk
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>

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FIG. 48N7



Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Vendor-Specific Virtual Kiosk has been modified. Please review and confirm the information below. If any information is not correct then click Edit to correct and update.

Name: Name goes here

ID: 0944930-9388399

Mode: Ad-Spot Display Mode

List of Brand Entities

Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.

Back 1 2 3 4 5 Next



FIG. 48N8



Standard Demonstration Mode

Select Launch Environment

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Vendor-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Vendor-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Vendor-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Vendor-Specific Virtual Kiosk from any web page once the Image and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Vendor-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Vendor-Specific Virtual Kiosks will be launched:

- ☒ HTML-Encoded Brandkey (TM) Button
- ☐ HTML-Encoded Document
- ☐ HTML-Encoded Image
- ☐ HTML-Encoded Desktop Icon

FIG. 4801



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Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Select Vendor-Specific Virtual Kiosk(s)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

Select the Vendor-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Vendor-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

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FIG. 4802

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Control Panel for Generating Vendor-Specific (V S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks
 Specify Virtual Kiosk | Select Vendor-Specific Virtual Kiosk Language

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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FIG. 4803A



Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Create HTML5 Embedded Document

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create or Import the document into which you wish to embed the Vendor-Specific Virtual Kiosk tag. Click the Import button to load an existing document. The document must be in World format to load correctly.

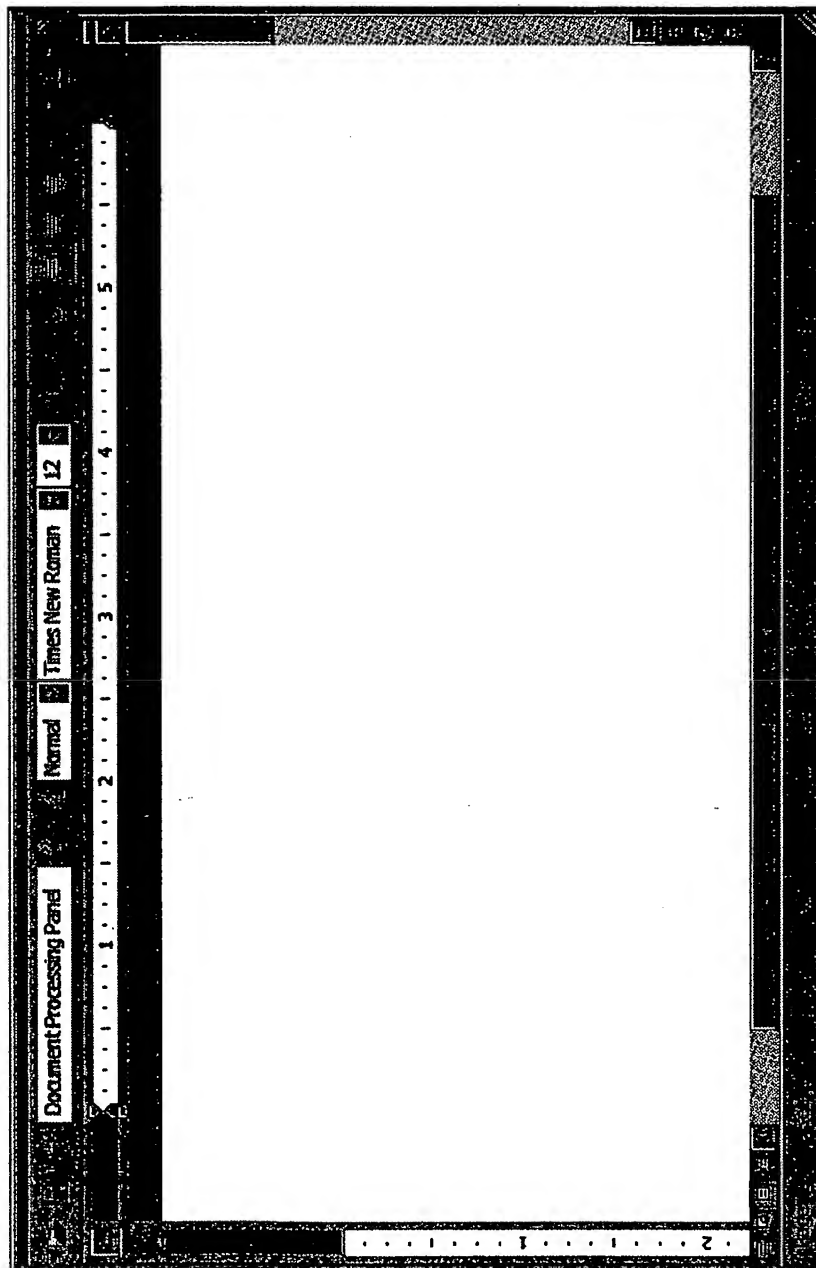


FIG. 480BB

http://www.brandkeysystems.com/bk_deliver/m_launch_vendor_deploy-2c.html

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Insert Virtual Object into Brandkey Document

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Import

Create HTML Embedded Document

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FIG. 4803C



Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Select HTML-Embedded Document Format

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

- ☒ Microsoft Word Document format
- ☐ Adobe PDF Document format

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FIG. 4803D



Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Vendor-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Vendor-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

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FIG. 4803E



Control Panel for Generating Vander-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Select Vendor Specific Virtual Kiosk Language

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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FIG. 4803F

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Control Panel for Generating Vendor Specific V-S Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks
Specify Virtual Kiosk | Select Virtual Kiosk | Deploy Virtual Kiosk

Standard Demonstration Mode

Upload Images to HTML-Encoded Image

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the image to upload that you wish to use as the base image for the HTML-Encoded image you wish to create.

Base Image:

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded image you wish to create.

Secondary Image:

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FIG. 48039



Control Panel for Generating Vendor Specifics (V-3) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Create HTML Encoded Images

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded Image you wish to create. You may resize both the images if you wish. The Secondary Image shall always appear on top of the Base Image.

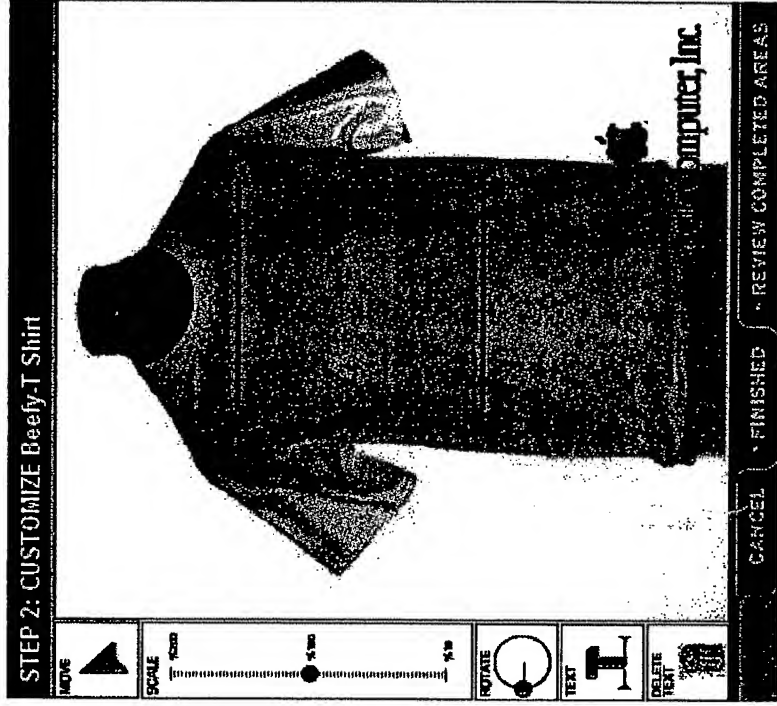


FIG. 4803H

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FIG. 4803I

http://www.brandkeysystems.com/bk_deliver/m_launch_vendor_deploy-3d.html

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Control Panel for Generating Vendor Specific V-S Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

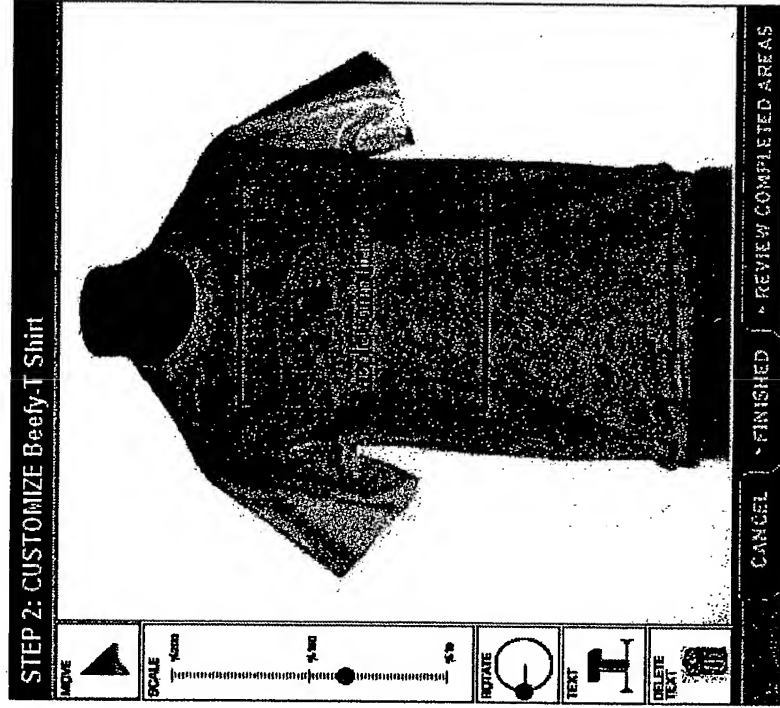
Selected Vendor: DISNEY

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to launch the Vendor-Specific Virtual Kiosk.



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FIG. 4803T



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FIG. 4803K



Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Select Vendor Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Vendor-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Vendor-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

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FIG. 4803L



Control Panel for Generating Vendor Specifics (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks

Create V-S Virtual Kiosks

Modify V-S Virtual Kiosks

Deploy V-S Virtual Kiosks

Activate V-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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FIG. 4803M

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Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Upload Image of HTML-Encoded Icon to Deploy

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please Upload the Image you wish to use as the Icon for the HTML-Encoded Icon you wish to deploy.

Icon Image: 

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FIG. 4803N



Vendor-Specific Virtual Host Deployment License Agreement

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

[illegible]

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Agree Disagree

FIG. 4804



Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Continued Deployment of the Vendor-Specific Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The selected Vendor-Specific Virtual Kiosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Vendor-Specific Virtual Kiosks for Installation, you must first Activate them.

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FIG. 4805



Configure V-S Virtual Kiosks

Create V-S Virtual Kiosks

Modify V-S Virtual Kiosks

Deploy V-S Virtual Kiosks

Activate V-S Virtual Kiosks

Central Panel for Generating Vendor Specific Virtual Kiosks

Standard Demonstration Mode

Central Panel for Generating Vendor Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The Virtual Kiosks below have been deployed. You can activate any of the Virtual Kiosk by checking the Active field for that Virtual Kiosk. To deactivate any Virtual Kiosk simply uncheck the Active field for the Virtual Kiosk. Click Update to save the changes.

Virtual Kiosk ID	Virtual Kiosk Name	Active
Here will go the min	Here will go the product name	<input checked="" type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>

◀◀ | ◀ Back 1 2 3 4 5 6 7 8 9 10 Next ▶▶



FIG. 48P1

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Control Panel for Generating Service Provider Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

Standard Demonstration Mode

Control Panel for Generating Service Provider Specific (S-P-S) Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Text: R.139

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FIG. 48Q1



Control Panel for Generating Service-Provider-Specific (S.P.S.) Virtual Kiosks

Configure S.P.S. Virtual Kiosks | Create S.P.S. Virtual Kiosks | Modify S.P.S. Virtual Kiosks | Deactivate S.P.S. Virtual Kiosks | Activate S.P.S. Virtual Kiosks

Standard Configuration

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Do you wish to create a Service-Provider-Specific Virtual Kiosk for all registered Brands?

☐ Yes ☐ No

Do you wish to allow for creation of custom Service-Provider-Specific Virtual Kiosks?

☐ Yes ☐ No

By default do you wish to allow installation of Service-Provider-Specific Virtual Kiosks by Consumers?

☒ Yes ☐ No

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Next

FIG. 48QZ



Control Panel for Generating Service-Provider Specific (S.P.S) Virtual Kiosks

Configure S.P.S Virtual Kiosks | Create S.P.S Virtual Kiosks | Modify S.P.S Virtual Kiosks | Dep by S.P.S Virtual Kiosks | Activate S.P.S Virtual Kiosks

Standard Demonstration Mode

Set Allowed Retailers

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You have selected to allow the following Retailers to install Service-Provider-Specific Virtual Kiosks you create. If you wish to remove a Retailer from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Retailers to add additional Retailers to this list.

Retailer Name	City	State	Zip/Postal Code	Country	Active
Retailer Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Retailer Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Retailer Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Retailer Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Retailer Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

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Back Add Retailers Next

FIG. 48Q3

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Control Panel for Generating Service Provider Specific (S.P.S.) Virtual Kiosks

Configure S.P.S. Virtual Kiosks | Create S.P.S. Virtual Kiosks | Modify S.P.S. Virtual Kiosks | Deploy S.P.S. Virtual Kiosks | Activate S.P.S. Virtual Kiosks

Search for Retailers | Search for Retailers | Search for Retailers | Search for Retailers | Search for Retailers

Standard Demonstration Mode

Search for Retailers

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Retailers you wish to add to the list of Retailers allowed to install Service-Provider-Specific Virtual Kiosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the retailer search.

Retailer Name:

City:

State:

Zip/Postal Code:

Country:

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Back Search

FIG. 48Q4



Control Panel for Generating Service Provider Specific (S.P.S.) Virtual Kiosks

Configure S.P.S. Virtual Kiosks | Create S.P.S. Virtual Kiosks | Modify S.P.S. Virtual Kiosks | Deploy S.P.S. Virtual Kiosks | Activate S.P.S. Virtual Kiosks

Standard Demonstration Mode

Selected Retailers

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Retailers matched your search criteria. Check the Add Retailer to add the Retailer to the list of Retailers allowed to install your Service-Provider-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Retailer Name	City	State	Zip/Postal Code	Country	Add Retailer
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	New York	New York	06903	United States	<input type="checkbox"/>
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

4 | 4 Back 1 2 3 4 5 Next | >>

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FIG. 48Q5



Control Panel for Generating Service-Provider Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

Standard Demonstration Mode

Selected Industrialists

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You have selected to allow the following Industrialists to install Service-Provider-Specific Virtual Kiosks you create. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialists to add additional Industrialists to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Back Add Industrialists Next

FIG. 48Q6

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Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks
 Set Standard Configuration | Set Allowed Industries | Set Excluded Industries | Set Preferred Industries

Search for Industrialists

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Standard Demonstration Mode

Search for the Industrialists you wish to add to the list of Industrialists allowed to install Service-Provider-Specific Virtual Kiosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist search.

Industrialist Name:

City:

State:

Zip/Postal Code:

Country:

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FIG. 48Q7



Control Panel for Configuring Service-Provider Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks
Set Standard Configuration | Set Advanced Configuration | Set Custom Configuration | Set Standard Configuration

Standard Demonstration Mode

Select Industrialists

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Industrialists matched your search criteria. Check the Add Industrialist to add the Industrialist to the list of Industrialists allowed to install your Service-Provider-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

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Back Next

FIG. 48Q8



Control Panel for Generalizing Service Provider Specific (S.P.S) Virtual Kiosks

Configure S.P.S Virtual Kiosks | Create S.P.S Virtual Kiosks | Modify S.P.S Virtual Kiosks | Deactivate S.P.S Virtual Kiosks | Activate S.P.S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have chosen to Forbid the following Domains from launching your Service-Provider-Specific Virtual Kiosks. If you wish to remove a Domain from the list, uncheck the Forbidden checkbox. Click Next to save your changes. Click Add Domain to add another Domain to the Forbidden Domains List.

Domain Name

Domain Name 1

Domain Name 2

Domain Name 3

Domain Name 4

Domain Name 5

Forbidden



Back 1 2 3 4 5 Next

Back Add Domain Finish

FIG. 48 Q9

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Control Panel for Generating Service-Provider Specific (S-P S) Virtual Kiosks

Configure S-P-S Virtual Kiosks	Create S-P-S Virtual Kiosks	Modify S-P-S Virtual Kiosks	Deploy S-P-S Virtual Kiosks	Activate S-P-S Virtual Kiosks
--------------------------------	-----------------------------	-----------------------------	-----------------------------	-------------------------------

Standard Demonstration Mode

Now Consider Ours

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Enter the Root Domain Name you wish to add to the Forbidden Domain List and click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to block, e.g.: www.mystore.com.

Root Domain Name:

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FIG. 48Q10



Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

Service-Provider-Specific Virtual Kiosk Display

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Standard Demonstration Mode

Please select the display mode that will be assigned to the Service-Provider-Specific Virtual Kiosks you will be creating in this section:

- ☒ Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network
- ☐ Dual-Mode Display featuring Advertising Spots + the Brand Information Network
- ☐ Single-Mode Display featuring the Brand Information Network

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FIG. 48R1



Control Panel for Generating Service Provider Specific (S.P.S) Virtual Kiosks

Configure S.P.S Virtual Kiosks | Create S.P.S Virtual Kiosks | Modify S.P.S Virtual Kiosks | Deploy S.P.S Virtual Kiosks | Activate S.P.S Virtual Kiosks
Set Virtual Kiosk Display Mode | Select Brand | Name Virtual Kiosk | Generate Virtual Kiosk | Confirm Virtual Kiosk Creation

Search for Brand Entities

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Brand Entities to add to the Service-Provider-Specific Virtual Kiosk. The Products associated with the selected Brand Entities will appear in the Service-Provider-Specific Virtual Kiosk. You may search by the Service Mark, Service Descriptor or Brand Entity Name. Enter the search criteria in the textbox, select the parameters from the dropdown list and click the Search button to initiate the Brand Entity Search.

Search Criteria:

By: Service Mark ☒

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FIG. 48R2



Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks
 Set Virtual Kiosk Display Data | Select Brand Entities | Manage Virtual Kiosk | Generate Virtual Kiosk | Confirm Main Menu Creation

Control Panel for Generating Service-Provider Specific (S-P-S) Virtual Kiosks

Standard Demonstration Mode

Select Brand Entities

[Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith]

Select the Brand Entities to add to the Vendor-Specific Virtual Kiosks.

Brand Entity	Brand Entity Owner	Service Mark	Product Descriptor	No. of Services	Add to Kiosk
Here will go the brand entity	Here will go the brand entity owner	Here will go the service mark	Here will go the service name	Here will go the No. of services	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the service mark	Here will go the service name	Here will go the No. of services	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the service mark	Here will go the service name	Here will go the No. of services	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the service mark	Here will go the service name	Here will go the No. of services	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the service mark	Here will go the service name	Here will go the No. of services	<input type="checkbox"/>

◀◀ ◀ Back 1 2 3 4 5 Next ▶▶▶

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FIG. 48R3



Control Panel for Generating Service-Provider Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | De-activate S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks | Back | Home | Help | About | Contact Us | Privacy Policy | Terms of Service | Copyright © 2003 Brandkey Deliver Subsystem

Native Service-Provider Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Name the Service-Provider-Specific Virtual Kiosk you have just created.

Virtual Kiosk ID	Service Provider	Virtual Kiosk Name
Here will go the virtual kiosk ID	Here will go the service-provider	

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Back Next

FIG. 48R4



Control Panel for Generating Service-Provider Specific (S.P.S.) Virtual Kiosks

Configure S.P.S. Virtual Kiosks | Create S.P.S. Virtual Kiosks | Modify S.P.S. Virtual Kiosks | Deploy S.P.S. Virtual Kiosks | Activate S.P.S. Virtual Kiosks
 Virtual Kiosk Deployment | Virtual Kiosk Configuration | Virtual Kiosk Management | Virtual Kiosk Reporting | Virtual Kiosk Troubleshooting

Standard Demonstration Mode

Customize Service-Provider-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosk you wish to customize by clicking on the Virtual Kiosk Name. When you have finished Customizing the Service-Provider-Specific Virtual Kiosk click the Next button.

Service-Provider-Specific Virtual Kiosk Name
 Trek@Cycles 2002

Service-Provider-Specific Serial Number
 09890-0989

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FIG. 48RS

Next

http://www.brandkeysystems.com/bk_deliver/m_launch-service-provider_create-5.html

~~file:///F:/www/brandkey/bk_deliver/TEMP8aqkhejb7w.htm~~

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Customize your Service-Provider-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Service-Provider-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Customization Options

Service-Provider Logo:

Geometric Layout:

Surface Texture:

Surface Color:

Button Style Set:

Button Color Set:

square

Black

Black

square

Black



FIG. 48 R6



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FIG. 48R7



Control Panel for Generating Service-Provider Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks
Set Virtual Kiosk Display Mode | Select Kiosk Brand | Select Brand | Name Virtual Kiosk | Generate Virtual Kiosk | Confirm Virtual Kiosk Creation

Standard Demonstration Mode

Confirm Creation of Service-Provider Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Congratulations, you have created the following Service-Provider-Specific Virtual Kiosks, you can now Modify or Deploy these Service-Provider-Specific Virtual Kiosks.

Service-Provider-Specific Virtual Kiosk Name	Service-Provider-Specific Virtual Kiosk Serial Number
Here will go the description of the product.	0900938-78383
Here will go the description of the product.	0900938-78383
Here will go the description of the product.	0900938-78383
Here will go the description of the product.	0900938-78383
Here will go the description of the product.	0900938-78383

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FIG. 48R8



Control Panel for Generating Service-Provider Specific (S.P.S) Virtual Kiosks

Configure S.P.S Virtual Kiosks | Create S.P.S Virtual Kiosks | Modify S.P.S Virtual Kiosks | Deploy S.P.S Virtual Kiosks | Activate S.P.S Virtual Kiosks

Standard Demonstration Mode

Select the Service-Provider Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Service-Provider-Specific Virtual Kiosks you wish to modify by clicking on the Virtual Kiosk ID Number.

Virtual Kiosk ID Number	Store Location	Virtual Kiosk Name	Deployed	Active
<u>9909930-00939</u>	Here will go the store location	Virtual Kiosk name	✓	✓
<u>9909930-00939</u>	Here will go the store location	Virtual Kiosk name	✓	✓
<u>9909930-00939</u>	Here will go the store location	Virtual Kiosk name	✓	X
<u>9909930-00939</u>	Here will go the store location	Virtual Kiosk name	✓	✓
<u>9909930-00939</u>	Here will go the store location	Virtual Kiosk name	✓	X

◀◀ ◀ Back 1 2 3 4 5 Next ▶▶

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FIG 4851



Control Panel for Generating Service Provider Specific (S.P.S) Virtual Kiosks

Configure S.P.S Virtual Kiosks | Create S.P.S Virtual Kiosks | Modify S.P.S Virtual Kiosks | Deploy S.P.S Virtual Kiosks | Activate S.P.S Virtual Kiosks

Brandkey Deliver

Standard Demonstration Mode

Modify the Service Provider Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Update the information for the selected Virtual Kiosk. Click Update to save your changes. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number: 09009876-09

Virtual Kiosk Name:

Display Mode:

☐ Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode

☐ Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode

☐ Uni-Mode Display comprising: Brand Information Network Display Mode

Allow Consumer Installation:

☒ Yes ☐ No

Virtual Kiosk Status:

Deployed-Activated

FIG. 4852

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Control Panel for Generating Service-Provider Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

Select Virtual Kiosk | Modify Virtual Kiosk

Modify the Service-Provider Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Standard Demonstration Mode

The Service-Provider-Specific Virtual Kiosk (Name) has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number: 09009876-09

Virtual Kiosk Name: Virtual Kiosk Name

Virtual Kiosk Mode: Promo-Spot Display Mode

Allow Retailer Installation: Yes

Allow Industrialist Installation: No

Allow Consumer Installation: Yes

Virtual Kiosk Status: Deployed-Activated

Edit | Update Brands | Confirm

FIG.4853

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Control Panel for Generating Service-Provider Specific (S P S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

Standard Demonstration Mode

EXIT BRAND ENTITIES

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please review the list of Brand Entities assigned to the Service-Provider-Specific Virtual Kiosks. To remove an associated Brand Entity from the Virtual Kiosk, simply uncheck the Active checkbox. To add new Brand Entities to the Virtual Kiosk list, click the Add Brands button. If you do not wish to add any more, click Finish to confirm the Virtual Kiosk Brand Entity list.

Brand Entity Name	Brand Entity Owner	Service Mark (SM)	Service Descriptor (SD)	Selected
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input checked="" type="checkbox"/>

Back 1 2 3 4 5 Next

Add Brand Finish

FIG. 4854

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Control Panel for Generating Service Provider Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

Standard Demonstration Mode

Search for Brand Entities

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Brand Entities to add to the Service-Specific Virtual Kiosks. You may search by the Service Mark, Service Descriptor or Brand Entity Name. Enter the search criteria in the textbox, select the parameters from the dropdown list and click the Search button to initiate the Brand Entity search.

Search for:

By: Service Mark ☐

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FIG. 4855



Control Panel for Generating Services Provider Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

Select Brand Entities

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Standard Demonstration Mode

Select the Brand Entities to add to the Vendor-Specific Virtual Kiosks.

Brand Entity Name	Brand Entity Owner	Service Mark (SM)	Service Descriptor (SD)	Add to Kiosk
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input type="checkbox"/>

Back 1 2 3 4 5 Next



FIG. 4856

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Control Panel for Generating Service Provider Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

Service Provider Specific

Confirm Virtual Kiosk Configuration

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The Service-Provider-Specific Virtual Kiosk has been modified. Please review and confirm the information below. If any information is not correct then click Edit to correct and update.

Name: Name goes here
ID: 0944930-9388399
Mode: Ad-Spot Display Mode

List of Brand Entities

Brand Entity Name	Brand Entity Owner	Service Mark (SM)	Service Descriptor (SD)
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.

Back 1 2 3 4 5 Next



FIG. 4857

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Control Panel for Generating Service Provider Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks · Create S-P-S Virtual Kiosks · Modify S-P-S Virtual Kiosks · Deploy S-P-S Virtual Kiosks · Activate S-P-S Virtual Kiosks
Specify Virtual Kiosk · Select Virtual Kiosk · Deploy Virtual Kiosk

Standard Demonstration Mode

Select Launch Environment

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Service-Provider-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Service-Provider-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Service-Provider-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Service-Provider-Specific Virtual Kiosk from any web page once the Image and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Service-Provider-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Service-Provider-Specific Virtual Kiosks will be launched:

- ☒ HTML-Encoded Brandkey (TM) Button
- ☐ HTML-Encoded Document
- ☐ HTML-Encoded Image
- ☐ HTML-Encoded Desktop Icon

Next

FIG 48T1

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Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

Select Service-Provider-Specific Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Service-Provider-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Service-Provider-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

4 | 4 Back 1 2 3 4 5 Next > >>



FIG. 4872

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Control Panel for Controlling Service Provider Specific (S.P.S.) Virtual Kiosks

Configure S.P.S. Virtual Kiosks | Create S.P.S. Virtual Kiosks | Modify S.P.S. Virtual Kiosks | Deploy S.P.S. Virtual Kiosks | Activate S.P.S. Virtual Kiosks

Specify Virtual Kiosk | Select Service-Provider Specific Virtual Kiosk Language

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Service-Provider-Specific Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

Back Next

FIG. 48T3A

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Control Panel for Generating Service Provider Specific (S P S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

Standard Demonstration Mode

Content Not Embedded Document

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create or Import the document into which you wish to embed the Service-Provider-Specific Virtual Kiosk tag. Click the Import button to load an existing document. The document must be in World format to load correctly.

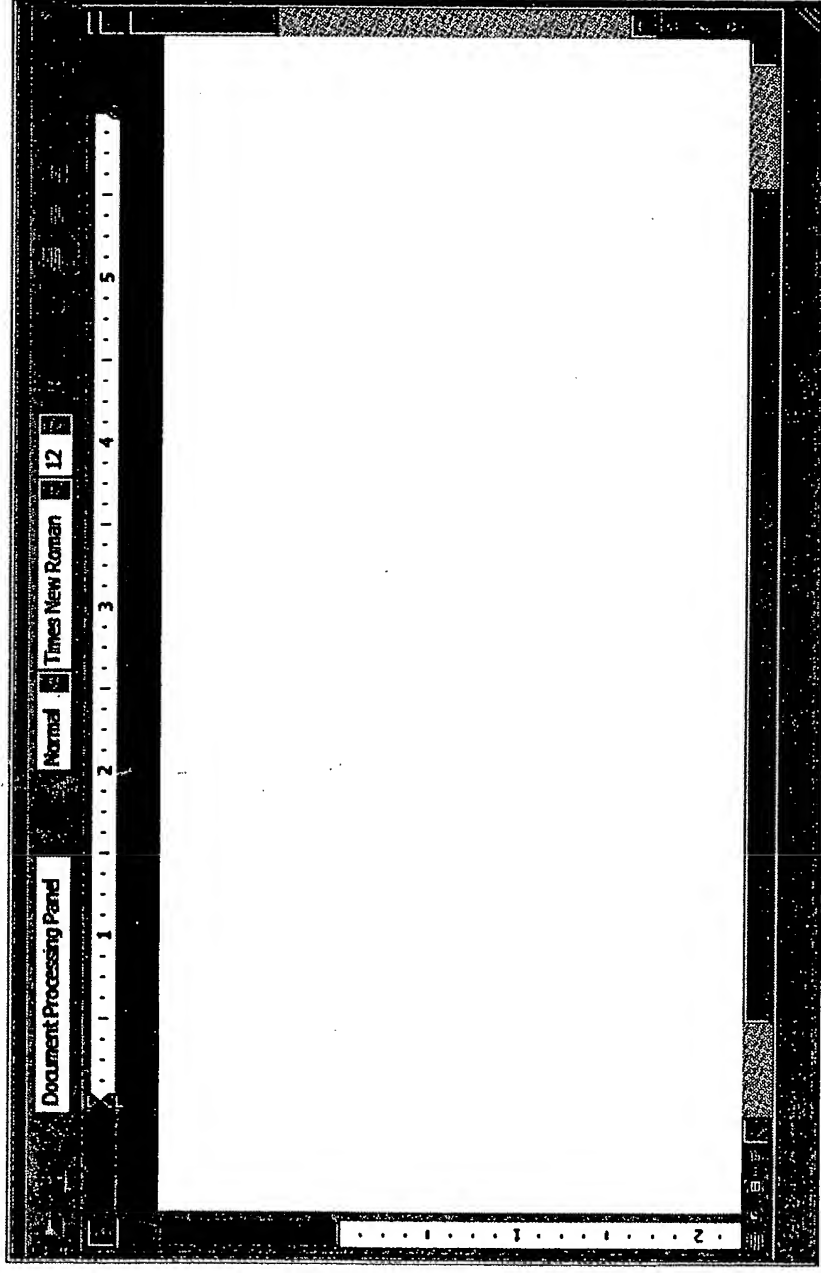


FIG. 48T3B

http://www.brandkeysystems.com/bk_deliver/m_launch_service-provider_deploy-2c.html

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Insert Value Code Tag into Loaded Document

Back Import Create HTML Embedded Document

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FIG. 48T3C



Control Panel for Generating Service-Provider-Specific (S.P.S.) Virtual Kiosks

Configure S.P.S. Virtual Kiosks | Create S.P.S. Virtual Kiosks | Modify S.P.S. Virtual Kiosks | Deploy S.P.S. Virtual Kiosks | Activate S.P.S. Virtual Kiosks

Standard Demonstration Mode

Select HTML-Embedded Document Format

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

- ☒ Microsoft Word Document format
☐ Adobe PDF Document format

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FIG. 4873D

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Control Panel for Generating Service-Provider-Specific (S.P.S.) Virtual Kiosks

Configure S.P.S. Virtual Kiosks | Create S.P.S. Virtual Kiosks | Modify S.P.S. Virtual Kiosks | Deploy S.P.S. Virtual Kiosks | Activate S.P.S. Virtual Kiosks

Specify Virtual Kiosk | Select Service-Provider-Specific Virtual Kiosk | Deploy Virtual Kiosk

Select Service-Provider-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Standard Demonstration Mode

Select the Service-Provider-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Service-Provider-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

4 | 4 Back 1 2 3 4 5 Next |

Back Text

FIG. 4873E

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Control Panel for Generating Service Provider Specific (S.P.S) Virtual Kiosks

Configure S.P.S Virtual Kiosks | Create S.P.S Virtual Kiosks | Modify S.P.S Virtual Kiosks | Deploy S.P.S Virtual Kiosks | Activate S.P.S Virtual Kiosks

Standard Demonstration Mode

Select Service Provider Specific Virtual Kiosk Language

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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Back Next

FIG. 48T3F



Control Panel for Generating Service Provider Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

Standard Demonstration Mode

Upload Images for HTML-Encoded Image

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the image to upload that you wish to use as the base image for the HTML-Encoded image you wish to create.

Base Image:

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded image you wish to create.

Secondary Image:

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Configure S-P-S Virtual Kiosks

Create S-P-S Virtual Kiosks

Modify S-P-S Virtual Kiosks

Deploy S-P-S Virtual Kiosks

Activate S-P-S Virtual Kiosks

Control Panel for Generating Service-Provider Specific (S-P-S) Virtual Kiosks

Create HTML-Encoded Image

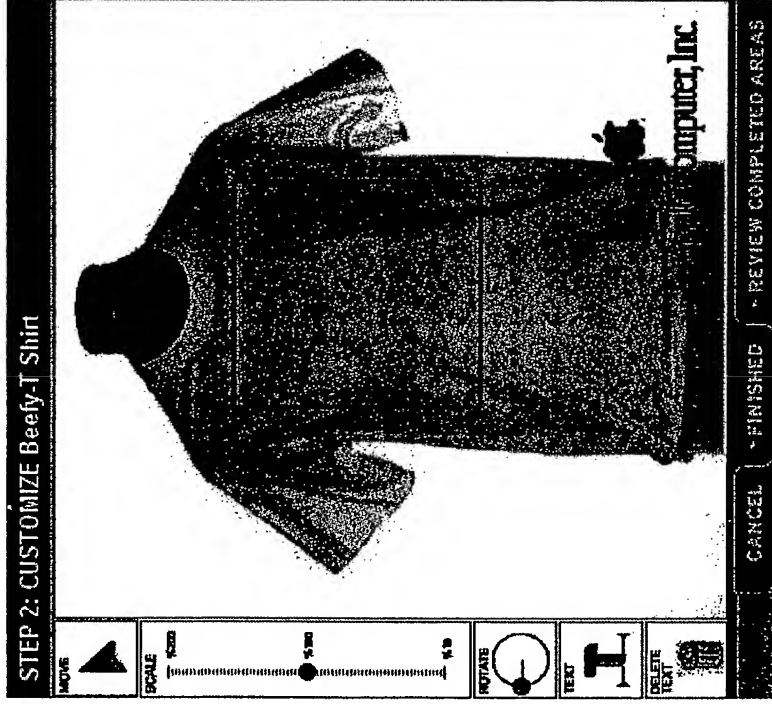
Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded Image you wish to create. You may resize both the images if you wish. The Secondary Image shall always appear on top of the Base Image.



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FIG. 4873 H



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FIG. 4873I



Control Panel for Generating Service-Provider Specific (S.P.S) Virtual Kiosks

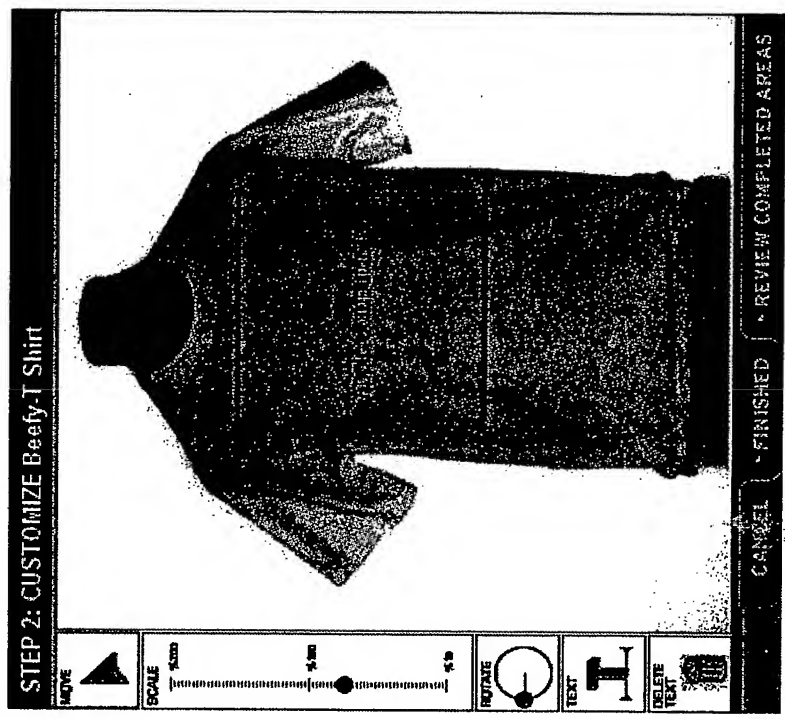
Configure S.P.S Virtual Kiosks | Create S.P.S Virtual Kiosks | Modify S.P.S Virtual Kiosks | Deploy S.P.S Virtual Kiosks | Activate S.P.S Virtual Kiosks

SELECTED IMAGE

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to launch the Service-Provider-Specific Virtual Kiosk.



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FIG. 48T 3J



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FIG. 4873K



Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Standard Demonstration Mode

Select Service-Provider-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Service-Provider-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Service-Provider-Specific Virtual Kiosk Name	Deploy
9909930-00839	Here will go the description of the retailer.	<input type="radio"/>
9909930-00839	Here will go the description of the retailer.	<input type="radio"/>
9909930-00839	Here will go the description of the retailer.	<input type="radio"/>
9909930-00839	Here will go the description of the retailer.	<input type="radio"/>
9909930-00839	Here will go the description of the retailer.	<input type="radio"/>

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Back Next

FIG. 4873L



Control Panel for Generating Service Provider Specific (S.P.S) Virtual Kiosks

Configure S.P.S Virtual Kiosks | Create S.P.S Virtual Kiosks | Modify S.P.S Virtual Kiosks | Deploy S.P.S Virtual Kiosks | Activate S.P.S Virtual Kiosks

Standard Demonstration Mode

Select Service Provider Specific Virtual Kiosk Languages

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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FIG. 4873M



Control Panel for Generating Service Provider Specific (S.P.S) Virtual Kiosks

Configure S.P.S Virtual Kiosks | Create S.P.S Virtual Kiosks | Modify S.P.S Virtual Kiosks | Deploy S.P.S Virtual Kiosks | Activate S.P.S Virtual Kiosks

Standard Demonstration Mode

Upload Image for HTML Encoded Out-Of-Box Icon

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please Upload the Image you wish to use as the Icon for the HTML-Encoded Icon you wish to deploy.

Icon Image:

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FIG. 4873N



Configure S-P-S Virtual Kiosks	Create S-P-S Virtual Kiosks	Modify S-P-S Virtual Kiosks	Deploy S-P-S Virtual Kiosks	Activate S-P-S Virtual Kiosks
<p>Configure S-P-S Virtual Kiosks</p>	<p>Create S-P-S Virtual Kiosks</p>	<p>Modify S-P-S Virtual Kiosks</p>	<p>Deploy S-P-S Virtual Kiosks</p>	<p>Activate S-P-S Virtual Kiosks</p>

Standard Demonstration Mode

Services: Provider-Specific Virtual Kiosk Deployment License Agreement

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

[illegible]

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☐ Agree ☐ Disagree

47184513



Control Panel for Generating Service-Provider-Specific (S.P.S.) Virtual Kiosks

Configure S.P.S. Virtual Kiosks | Create S.P.S. Virtual Kiosks | Modify S.P.S. Virtual Kiosks | Deploy S.P.S. Virtual Kiosks | Activate S.P.S. Virtual Kiosks

Control Panel for the Service-Provider-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The selected Service-Provider-Specific Virtual Kiosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Service-Provider-Specific Virtual Kiosks for installation, you must first **Activate** them.

Standard Demonstration Mode

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FIG. 48TS



Control Panel for Generating Service-Provider Specific (S P S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deo by S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The Virtual Kiosks below have been deployed. You can activate any of the Virtual Kiosk by checking the Active field for that Virtual Kiosk. To deactivate any Virtual Kiosk simply uncheck the Active field for the Virtual Kiosk. Click Update to save the changes.

Virtual Kiosk ID	Virtual Kiosk Name	Active
Here will go the min	Here will go the product name	<input checked="" type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next | >>



FIG. 48 u1

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Configure R-S Virtual Kiosks

Create R-S Virtual Kiosks

Modify R-S Virtual Kiosks

Deploy R-S Virtual Kiosks

Activate R-S Virtual Kiosks

Control Panel for Generating Relator Specific (R-S) Virtual Kiosks

Standard Demonstration Mode

Control Panel for Generating Relator Specific (R-S) Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: R.144

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FIG. 49A



Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Set Standard Configuration

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Do you wish to create a Retailer-Specific Virtual Kiosk for all registered products?

☐ Yes ☐ No

Do you wish to allow for creation of custom Retailer-Specific Virtual Kiosks?

☐ Yes ☐ No

By default do you wish to allow installation of Retailer-Specific Virtual Kiosks by Consumers?

☒ Yes ☐ No

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FIG. 49B1



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deactivate R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Standard Demonstration Mode

Set Allowed Industrialists

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You have selected to allow the following Industrialists to install Retailer-Specific Virtual Kiosks you create. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialists to add additional Industrialists to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next | >>

Back Add Industrialist Next

FIG. 49BZ

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Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deactivate R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Standard Demonstration Mode

Search for Industrialists

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Industrialists you wish to add to the list of Industrialists allowed to install Retailer-Specific Virtual Kiosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist search.

Industrialist Name:

City:

State:

Zip/Postal Code:

Country:

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FIG. 49B3



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Dep. by R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Standard Demonstration Mode

Select Industrialist

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Industrialists matched your search criteria. Check the Add Industrialist to the list of Industrialists allowed to install your Retailer-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

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FIG. 49B4



Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks Create R-S Virtual Kiosks Modify R-S Virtual Kiosks Deo by R-S Virtual Kiosks Activate R-S Virtual Kiosks

Set Forbidden Domains

Standard Demonstration Mode

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

You have chosen to Forbid the following Domains from launching your Retailer-Specific Virtual Kiosks. If you wish to remove a Domain from the list, uncheck the Forbidden checkbox. Click Next to save your changes. Click Add Domain to add another Domain to the Forbidden Domains List.

Domain Name	Forbidden
Domain Name 1	<input checked="" type="checkbox"/>
Domain Name 2	<input checked="" type="checkbox"/>
Domain Name 3	<input checked="" type="checkbox"/>
Domain Name 4	<input checked="" type="checkbox"/>
Domain Name 5	<input checked="" type="checkbox"/>

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Back Add Domain Finish

FIG. 49B5

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Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Standard Demonstration Mode

Add Forbidden Domain

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Enter the Root Domain Name you wish to add to the Forbidden Domain List and click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to block, e.g.: www.mystore.com.

Root Domain Name:

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FIG. 49B6



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks
Set Virtual Kiosk Display Mode | Search for Brands | Select Brands | Name Virtual Kiosk | Generate Virtual Kiosk | Confirm Virtual Kiosk Creation

Set Retailer Specific Virtual Kiosk Display Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Standard Demonstration Mode

Please select the display mode that will be assigned to the Retailer-Specific Virtual Kiosks you will be creating in this section:

- ☒ Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network
- ☐ Dual-Mode Display featuring Advertising Spots + the Brand Information Network
- ☐ Single-Mode Display featuring the Brand Information Network

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Next

FIG. 49C1



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks
 Set Virtual Kiosk Display Mode | Select for Retail | Select for Retail | Manage Virtual Kiosk | Generate Virtual Kiosk | Confirm Virtual Kiosk Creation

Search for Brand Entity

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Identify the products for which a Retailer-Specific Virtual Kiosk will be created. You may search by Universal Product Number, Trade Mark, Product Descriptor, Brand Entity Name or Product Name. Enter your search criteria in the textbox, select the parameters from the dropdown list and click search to initiate the product search.

Search Criteria:

By: Universal Product Number

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FIG. 49C2



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Set Virtual Kiosk Display Mode | Select Product | Name Virtual Kiosk | Customer Virtual Kiosk | Confirm Virtual Kiosk Creation

Standard Demonstration Mode

Select Brand Entities

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the products to add to the Retailer-Specific Virtual Kiosks.

UPN	TM	PD	Product Name	Vendor	Add to Kiosk
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input checked="" type="checkbox"/>
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input checked="" type="checkbox"/>
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input checked="" type="checkbox"/>
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input checked="" type="checkbox"/>
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input checked="" type="checkbox"/>

4 | 4 Back 1 2 3 4 5 Next > >>



FIG. 49C3

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Configure R-S Virtual Kiosks	Create R-S Virtual Kiosks	Modify R-S Virtual Kiosks	Deploy R-S Virtual Kiosks	Activate R-S Virtual Kiosks
Get Virtual Kiosk Config File	Parse Config File	Save Config File	Generate Virtual Kiosk	Confirm Virtual Kiosk Creation

NAME: XXXXXXXXXXXXXXXXXXXX

Client Account: DISNEY

Client Account No. 7145001

User Name: John Smith

Virtual Kiosk ID	Vendor	Virtual Kiosk Name
Here will go the virtual kiosk ID	Here will go the vendor	

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

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[Back](#) [Next](#)

FIG. 49C4



Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks
 Set Virtual Kiosk Display Mode | Select Virtual Kiosk | Select Virtual Kiosk | Select Virtual Kiosk | Select Virtual Kiosk

Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Standard Demonstration Mode

Customize Retailer Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosk you wish to customize by clicking on the Virtual Kiosk Name. When you have finished Customizing the Retailer-Specific Virtual Kiosk click the Next button.

Retailer-Specific Virtual Kiosk Name
 Trek® Cycles 2002

Retailer-Specific Serial Number
 09890-0989

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FIG. 49C5



http://www.brandkeysystems.com/bk_launch-retailer-create-5.html
file:///E:/www/brandkey/bk_deliver/FMP50mthef6y.htm

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Standard Demonstration Mode

67459126 RADIATION SPECTRUM VULF K08K

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Customize your Retailer-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Retailer-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Customization Options

Retailer Logo:

Geometric Layout:



Surface Texture:



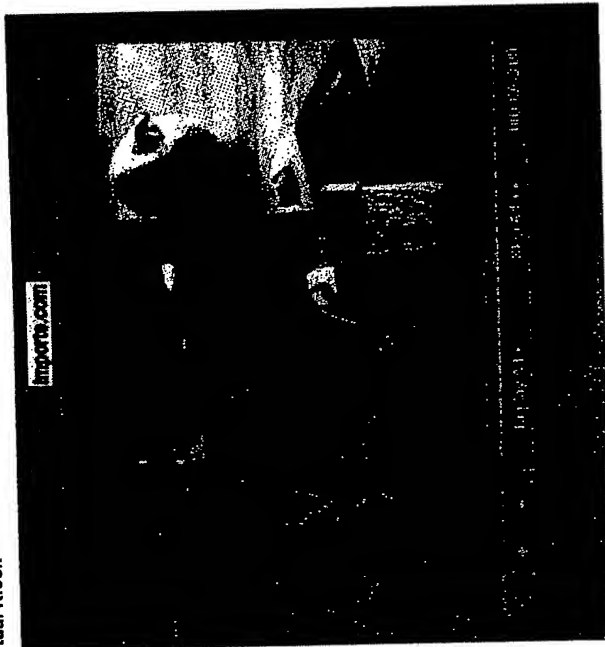
Surface Color:

1000

Button Style Set:



Button Color Set:



Virtual Kiosk

Previews

FIG. 49c6

Continued

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FIG. 49C7

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Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Standard Demonstration Mode

Configure R-S Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Congratulations, you have created the following Retailer-Specific Virtual Kiosks, you can now Modify or Deploy these Retailer-Specific Virtual Kiosks.

Retailer-Specific Virtual Kiosk Name
Here will go the description of the product.
Here will go the description of the product.
Here will go the description of the product.
Here will go the description of the product.
Here will go the description of the product.

Retailer-Specific Virtual Kiosk Serial Number
0900938-78383
0900938-78383
0900938-78383
0900938-78383
0900938-78383

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FIG. 49C8



Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Standard Demonstration Mode

Select the Retailer-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Retailer-Specific Virtual Kiosks you wish to modify by clicking on the Virtual Kiosk ID Number.

Virtual Kiosk ID Number	Store Location	Virtual Kiosk Name	Deployed	Active
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	X
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	X

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FIG. 49D1



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Standard Demonstration Mode

Modify the Retailer Specific Virtual Kiosk

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Update the information for the selected Virtual Kiosk. Click Update to save your changes. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number: 09009876-09

Virtual Kiosk Name:

- Display Mode:
- ☐ Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode
 - ☐ Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode
 - ☐ Uni-Mode Display comprising: Brand Information Network Display Mode

Allow Consumer Installation: ☒ Yes ☐ No

Virtual Kiosk Status: Deployed-Activated

FIG. 49DZ

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Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Standard Demonstration Mode

Modify the Retailer Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The Retailer-Specific Virtual Kiosk (Name) has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update. Click Update Products to update the list of products associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number: 09009876-09
Virtual Kiosk Name: Virtual Kiosk Name
Virtual Kiosk Mode: Promo-Spot Display Mode
Allow Retailer Installation: Yes
Allow Industrialist Installation: No
Allow Consumer Installation: Yes
Virtual Kiosk Status: Deployed-Activated

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Edit | Update Brands | Confirm

FIG. 49D3



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Standard Demonstration Mode

[Exit Brand Entries](#)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Update the list of Products assigned to the Retailer-Specific Virtual Kiosks. To remove an associated product from the Virtual Kiosk simply uncheck the Active checkbox. To add new products to the Virtual Kiosk simply click the Add Products button. If you do not wish to add any more products, click Finish to confirm the Virtual Kiosk product list.

Universal Product Number (UPN)	Trade Mark (TM)	Product Descriptor (PD)	Selected
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

[Add New Products](#) [Finish](#)

FIG. 49DH

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Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Search for Brand Entity

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Products to add to the Retailer-Specific Virtual Kiosks. You may search by the Universal Product Number, Trade Mark, Product Descriptor, Product Name, Brand Entity Name or Brand Entity Owner. Enter the search criteria in the textbox, select the parameters from the dropdown list and click the Search button to initiate the Product search.

Search for:

By: UPN



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FIG. 49D5



Configure R-S Virtual Kiosks

Create R-S Virtual Kiosks

Modify R-S Virtual Kiosks

Deploy R-S Virtual Kiosks

Activate R-S Virtual Kiosks

Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Standard Demonstration Mode

Select Brand Entries

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Products to add to the Retailer-Specific Virtual Kiosks.

UPN	TM	PD	Product Name	Vendor	Add to Kiosk
Here will go the min	Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor
Here will go the min	Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor
Here will go the min	Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor
Here will go the min	Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor
Here will go the min	Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor

1 2 3 4 5 Back Next

Next

FIG. 49D6

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Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Standard Demonstration Mode

Caution: Virtual Kiosk Configuration

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Retailer-Specific Virtual Kiosk has been modified. Please review and confirm the information below. If any information is not correct then click Edit to correct and update.

Name: Name goes here
ID: 0944930-9388399
Mode: Ad-Spot Display Mode

List of Products	
Universal Product Number (UPN)	Product Descriptor (PD)
9909930-00939	Here will go the trade mark Here will go the description of the product. Here will go the description of the product.
9909930-00939	Here will go the trade mark Here will go the description of the product. Here will go the description of the product.
9909930-00939	Here will go the trade mark Here will go the description of the product. Here will go the description of the product.
9909930-00939	Here will go the trade mark Here will go the description of the product. Here will go the description of the product.
9909930-00939	Here will go the trade mark Here will go the description of the product. Here will go the description of the product.

4 | 4 Back 1 2 3 4 5 Next > >>



FIG. 49D7

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Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Select Launch Environment

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Standard Demonstration Mode

Retailer-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Retailer-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Retailer-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Retailer-Specific Virtual Kiosk from any web page once the Image and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Retailer-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Retailer-Specific Virtual Kiosks will be launched:

- ☒ HTML-Encoded Brandkey (TM) Button
- ☐ HTML-Encoded Document
- ☐ HTML-Encoded Image
- ☐ HTML-Encoded Desktop Icon

Next

FIG 49E1

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Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Standard Demonstration Mode

Select Retailer-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Retailer-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Product-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

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FIG. 49E2

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Control Panel for Configuring Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Standard Demonstration Mode

Select Retailer Specific Virtual Kiosk Parameters

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		



FIG. 49E3A

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Control Panel for Generating Retailer Specific R-S Virtual Kiosks

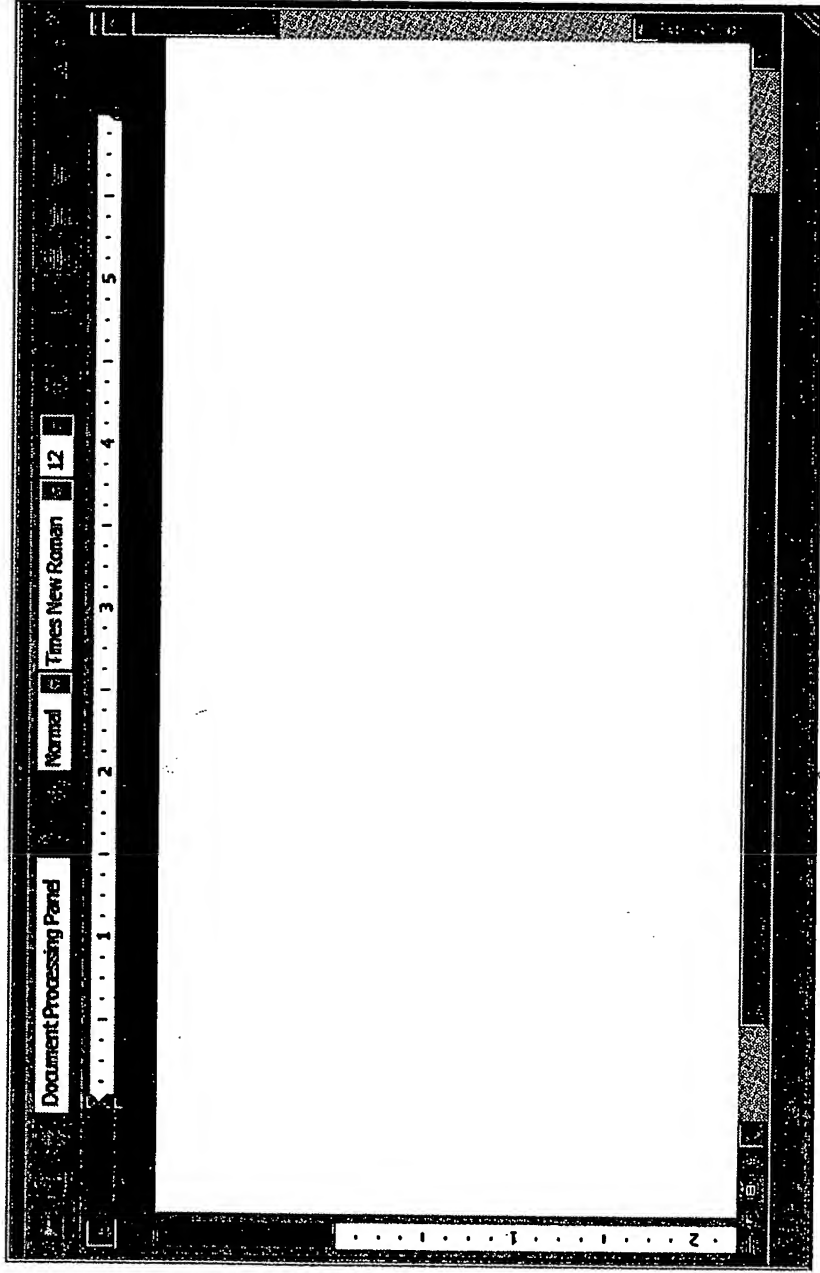
Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Standard Demonstration Mode

Generate Retailer Specific Document

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create or Import the document into which you wish to embed the Retailer-Specific Virtual Kiosk tag. Click the Import button to load an existing document. The document must be in World format to load correctly.



http://www.brandkeysystems.com/bk_deliver/m_launch_retailer_deploy-2c.html FIG. 49E3B

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Insert Values (Click Tag with Unchecked Document)

Back

Import

Create HTML Embedded Document

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FIG. 49E3C



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Standard Demonstration Mode

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

- ☒ Microsoft Word Document format
- ☐ Adobe PDF Document format

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FIG. 49E3D



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Select Retailer-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Standard Demonstration Mode

Select the Retailer-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Retailer-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

44 | 4 Back 1 2 3 4 5 Next > | >>



FIG. 49E3E

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Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Standard Demonstration Mode

Select Retailer Specific Virtual Kiosk Languages

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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FIG. 49E3F



Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Standard Demonstration Mode

Upload Images for HTML-Encoded Image

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the image to upload that you wish to use as the base image for the HTML-Encoded Image you wish to create.

Base Image:

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded Image you wish to create.

Secondary Image:

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FIG. 49E3G



Configure R-S Virtual Kiosks

Create R-S Virtual Kiosks

Modify R-S Virtual Kiosks

Deploy R-S Virtual Kiosks

Activate R-S Virtual Kiosks

Control Panel for Governing Retailer Specific (R-S) Virtual Kiosks

Standard Demonstration Mode

Create HTML-Encoded Image

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded Image you wish to create. You may resize both the images if you wish. The Secondary Image shall always appear on top of the Base Image.

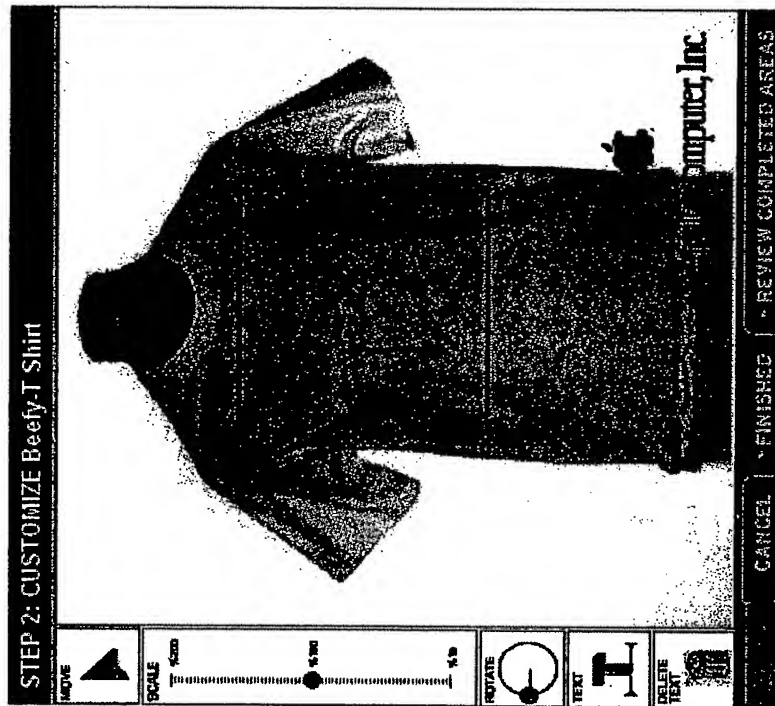


FIG. 49E3H

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FIG. 49 E3I



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

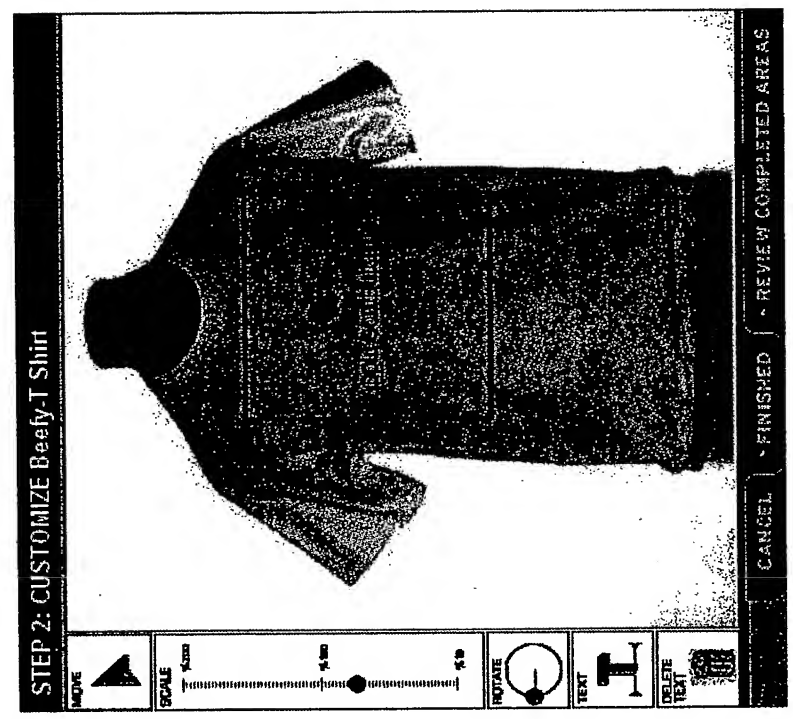
Select Virtual Kiosk to Edit

Select HTML Encoded Image Area

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Standard Demonstration Mode

The image you created is shown below. Please specify the area over which the consumer will click to launch the Retailer-Specific Virtual Kiosk.



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FIG. 49E3J



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FIG. 49 E3 K



Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Select Retailer-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Standard Demonstration Mode

Select the Retailer-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Retailer-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

44 | < Back 1 2 3 4 5 Next > | >>

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Back Next

FIG. 49E3L



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Standard Demonstration Mode

Select Retailer Specific Virtual Kiosks Languages

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

Back Next

FIG. 49E3M

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Configure R-S Virtual Kiosks

Create R-S Virtual Kiosks

Modify R-S Virtual Kiosks

Deploy R-S Virtual Kiosks

Activate R-S Virtual Kiosks

Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Standard Demonstration Mode

Upload Image for HTML Encoded Icon

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please Upload the image you wish to use as the icon for the HTML-Encoded icon you wish to deploy.

Icon Image:

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FIG. 49E3N



Configure R-S Virtual Kiosks	Create R-S Virtual Kiosks	Modify R-S Virtual Kiosks	Deactivate R-S Virtual Kiosks	Activate R-S Virtual Kiosks
------------------------------	---------------------------	---------------------------	-------------------------------	-----------------------------

Specify Virtual Kiosks | Select Virtual Kiosk | Select Virtual Kiosk

Standard Demonstration Mode

Richard Speake: With Robert Speake, President

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

[illegible]

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Agree

FIG. 49E4



Configure R-S Virtual Kiosks

Create R-S Virtual Kiosks

Modify R-S Virtual Kiosks

Deploy R-S Virtual Kiosks

Activate R-S Virtual Kiosks

Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Standard Demonstration Mode

Generate Deployment of the Retailer Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The selected Retailer-Specific Virtual Kiosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Retailer-Specific Virtual Kiosks for Installation, you must first Activate them.

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FIG. 49E5



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Control Panel for Generating Retailer Specific Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The Virtual Kiosks below have been deployed. You can activate any of the Virtual Kiosk by checking the Active field for that Virtual Kiosk. To deactivate any Virtual Kiosk simply uncheck the Active field for the Virtual Kiosk. Click Update to save the changes.

Virtual Kiosk ID	Virtual Kiosk Name	Active
Here will go the min	Here will go the product name	<input checked="" type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>

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FIG. 49F1



Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Standard Demonstration Mode

Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Text: R.149

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FIG. 49G1



Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Standard Demonstration Mode

Set Standard Configuration

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Do you wish to create a Industry-Specific Virtual Kiosk for all registered products?

☐ Yes ☐ No

Do you wish to allow for creation of custom Industry-Specific Virtual Kiosks?

☐ Yes ☐ No

By default do you wish to allow installation of Industry-Specific Virtual Kiosks by Consumers?

☒ Yes ☐ No

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FIG. 49H1



Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks

Standard Demonstration Mode

SATURN INDUSTRIALIST

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You have selected to allow the following Industrialists to install Industry-Specific Virtual Kiosks you create. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialists to add additional Industrialists to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

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◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Back Add Industrialist Next

FIG. 49H2



[Configure I-S Virtual Kiosks](#)
[Create I-S Virtual Kiosks](#)
[Modify I-S Virtual Kiosks](#)
[Deploy I-S Virtual Kiosks](#)
[Activate I-S Virtual Kiosks](#)

[Set Standard Configuration](#)
[Add New Virtual Kiosk](#)
[Edit Virtual Kiosk](#)

Standard Demonstration Mode

Search for Industrialists

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Search for the Industrialists you wish to add to the list of Industrialists allowed to install Industry-Specific Virtual Kiosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist search.

Industrialist Name:

City:

State:

Zip/Postal Code:

Country:

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[Back](#) [Search](#)

FIG. 49H3



Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

[Configure I-S Virtual Kiosks](#) |
 [Create I-S Virtual Kiosks](#) |
 [Modify I-S Virtual Kiosks](#) |
 [Deploy I-S Virtual Kiosks](#) |
 [Activate I-S Virtual Kiosks](#)

Standard Demonstration Mode

Select Industrialists

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Industrialists matched your search criteria. Check the Add Industrialist to add the Industrialist to the list of Industrialists allowed to install your Industry-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

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FIG. 49H4



Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks

Standard Demonstration Mode

Set Forbidden Domains

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You have chosen to Forbid the following Domains from launching your Industry-Specific Virtual Kiosks. If you wish to remove a Domain from the list, uncheck the Forbidden checkbox. Click Next to save your changes. Click Add Domain to add another Domain to the Forbidden Domains List.

Domain Name	Forbidden
Domain Name 1	<input checked="" type="checkbox"/>
Domain Name 2	<input checked="" type="checkbox"/>
Domain Name 3	<input checked="" type="checkbox"/>
Domain Name 4	<input checked="" type="checkbox"/>
Domain Name 5	<input checked="" type="checkbox"/>

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Back Add Domain Finish

FIG. 49H5

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Configure I/S Virtual Kiosks

Create I/S Virtual Kiosks

Modify I/S Virtual Kiosks

Deploy I/S Virtual Kiosks

Activate I/S Virtual Kiosks

Set Standard Configuration

Set I/S Virtual Kiosk List

Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Standard Demonstration Mode

Add Forbidden Domain

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Enter the Root Domain Name you wish to add to the Forbidden Domain List and click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to block, e.g.: www.mystore.com.

Root Domain Name:

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FIG. 49H6



Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks	Create I-S Virtual Kiosks	Modify I-S Virtual Kiosks	Deploy I-S Virtual Kiosks	Activate I-S Virtual Kiosks
Set Virtual Kiosk Display Mode	Set Virtual Kiosk Content	Set Virtual Kiosk Name	Set Virtual Kiosk Location	Set Virtual Kiosk Options

Standard Demonstration Mode

Set Industry-Specific Virtual Kiosk Display Mode

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Please select the display mode that will be assigned to the Industrialist-Specific Virtual Kiosks you will be creating in this section:

- ☒ Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network
- ☐ Dual-Mode Display featuring Advertising Spots + the Brand Information Network
- ☐ Single-Mode Display featuring the Brand Information Network

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FIG. 49I1



Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks
 Set Virtual Kiosk Display Mode | Select Entity | Select Entity | Name Virtual Kiosk | Customize Virtual Kiosk | Customize Virtual Kiosk Creation

Standard Demonstration Mode

Search for Brand Sources

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Brand Entities to add to the Industry-Specific Virtual Kiosk. The Products associated with the selected Brand Entities will appear in the Industry-Specific Virtual Kiosk. You may search by the Trade Mark, Product Descriptor or Brand Entity Name. Enter the search criteria in the textbox, select the parameters from the dropdown list and click the Search button to initiate the Brand Entity Search.

Search Criteria:

By: Trademark



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FIG. 49I2



Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks
Set Virtual Kiosk Display Mode | Select Virtual Kiosk | Name Virtual Kiosk | Generate Virtual Kiosk | Confirm Virtual Kiosk Creation

Select Brand Entities

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Standard Demonstration Mode

Select the Brand Entities to add to the Industrialist-Specific Virtual Kiosks.

Brand Entity	Brand Entity Owner	No. of Products	Add to Kiosk
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>

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Back Next

FIG. 49I3



Configure I-S Virtual Kiosks

Create I-S Virtual Kiosks

Modify I-S Virtual Kiosks

Deploy I-S Virtual Kiosks

Activate I-S Virtual Kiosks

Get Virtual Kiosk/Deploy Kiosk | Search Virtual Kiosk | Show Virtual Kiosk | Edit Virtual Kiosk | Create Virtual Kiosk | Confirm Virtual Kiosk Creation

Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Standard Demonstration Mode

Name: Industry-Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Name the Industrialist-Specific Virtual Kiosk you have just created.

Virtual Kiosk ID

Here will go the virtual kiosk ID

Vendor

Here will go the vendor

Virtual Kiosk Name

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FIG. 49I4



Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks
 Set Virtual Kiosk Display Mode | Select Virtual Kiosk | Edit Virtual Kiosk | Name Virtual Kiosk | Confirm Virtual Kiosk Creation

Standard Demonstration Mode

Customize Industry-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosk you wish to customize by clicking on the Virtual Kiosk Name. When you have finished Customizing the Industry-Specific Virtual Kiosk click the Next button.

Service-Provider-Specific Virtual Kiosk Name

Trek® Cycles 2002

Service-Provider-Specific Serial Number

09890-0989

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FIG. 49 IS



<http://www.brandkeysystems.com/bk-deliver/m-launch-industrialist-create-5.html>
<file:///F:/www/brandkey/bk-deliver/HTML/Docx62ejggy.htm>

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Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Activate I-S Virtual Kiosks
Select Virtual Kiosk Display Mode | Select I-S Virtual Kiosk | Select Brand | Name Virtual Kiosk | Generate Virtual Kiosk | Confirm Virtual Kiosk's Creation

Standard Demonstration Mode

Customize Industry-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Customize your Industry-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Industry-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Customization Options

Industry Logo:

Geometric Layout:

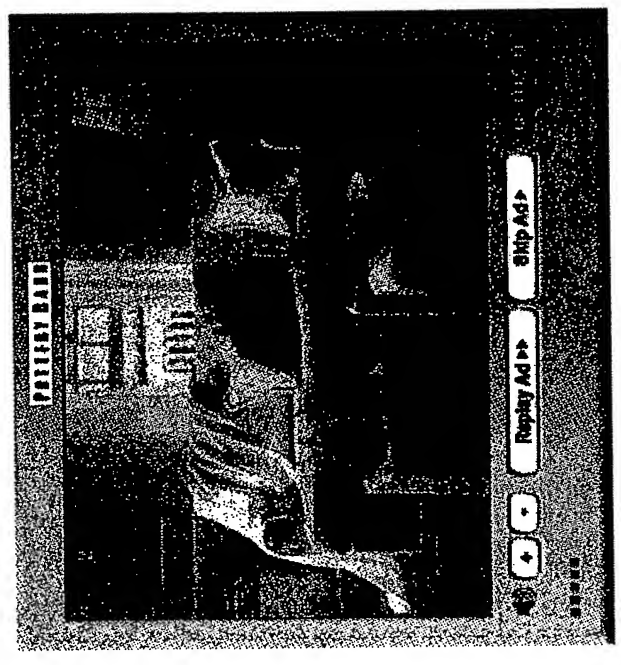
Surface Texture:

Surface Color:

Button Style Set:

Button Color Set:

Virtual Kiosk



Preview

Confirm

FIG. 49I6

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FIG. 49I7



Configure I-S Virtual Kiosks

Set Virtual Kiosk Display Mode

Create I-S Virtual Kiosks

Modify I-S Virtual Kiosks

Name Virtual Kiosk

Deploy I-S Virtual Kiosks

Activate I-S Virtual Kiosks

Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Standard Demonstration Mode

Confirm Creation of Industry-Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Congratulations, you have created the following Industry-Specific Virtual Kiosks, you can now Modify or Deploy these Industry-Specific Virtual Kiosks.

Industry-Specific Virtual Kiosk Name

Here will go the description of the product.

Here will go the description of the product.

Here will go the description of the product.

Here will go the description of the product.

Here will go the description of the product.

Industry-Specific Virtual Kiosk Serial Number

0900938-78383

0900938-78383

0900938-78383

0900938-78383

0900938-78383

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FIG. 4978



Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks

Standard Demonstration Mode

Select this Industry Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Industry-Specific Virtual Kiosks you wish to modify by clicking on the Virtual Kiosk ID Number.

Virtual Kiosk ID Number	Store Location	Virtual Kiosk Name	Deployed	Active
<u>9909930-00939</u>	Here will go the store location	Virtual Kiosk name	✓	✓
<u>9909930-00939</u>	Here will go the store location	Virtual Kiosk name	✓	✓
<u>9909930-00939</u>	Here will go the store location	Virtual Kiosk name	✓	X
<u>9909930-00939</u>	Here will go the store location	Virtual Kiosk name	✓	✓
<u>9909930-00939</u>	Here will go the store location	Virtual Kiosk name	✓	X

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FIG. 49 J1



Control Panel for Generating Industry Specific (U.S.) Virtual Kiosks

Configure U.S. Virtual Kiosks | Create U.S. Virtual Kiosks | Modify U.S. Virtual Kiosks | Deploy U.S. Virtual Kiosks | Activate U.S. Virtual Kiosks

Select Virtual Kiosk | Modify Virtual Kiosk | Deploy Virtual Kiosk | Activate Virtual Kiosk

Ready to Deploy Industry Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Standard Demonstration Mode

Update the information for the selected Virtual Kiosk. Click Update to save your changes. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number: 09009876-09

Virtual Kiosk Name:

Display Mode: ☐ Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode

☐ Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode

☐ Uni-Mode Display comprising: Brand Information Network Display Mode

Allow Consumer Installation: ☒ Yes ☐ No

Virtual Kiosk Status: Deployed-Activated

FIG. 4952

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Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks

Standard Demonstration Mode

Modify the Industry Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The Industry-Specific Virtual Kiosk (Name) has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number: 09009876-09

Virtual Kiosk Name: Virtual Kiosk Name

Virtual Kiosk Mode: Promo-Spot Display Mode

Allow Retailer Installation: Yes

Allow Industrialist Installation: No

Allow Consumer Installation: Yes

Virtual Kiosk Status: Deployed-Activated

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Edit | Update Brands | Confirm

FIG. 49J3



Configure I-S Virtual Kiosks

Create I-S Virtual Kiosks

Modify I-S Virtual Kiosks

Deploy I-S Virtual Kiosks

Activate I-S Virtual Kiosks

Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Standard Demonstration Mode

Edit Brand Entities

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please review the list of Brand Entities assigned to the Industry-Specific Virtual Kiosks. To remove an associated Brand Entity from the Virtual Kiosk, simply uncheck the Active checkbox. To add new Brand Entities to the Virtual Kiosk list, click the Add Brands button. If you do not wish to add any more, click Finish to confirm the Virtual Kiosk Brand Entity list.

Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)	Selected
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>

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Add Brand

Finish

FIG. 49J4

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Configure I-S Virtual Kiosks

Create I-S Virtual Kiosks

Modify I-S Virtual Kiosks

Deploy I-S Virtual Kiosks

Activate I-S Virtual Kiosks

Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Search for Brand Entities

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

Search for the Brand Entities to add to the Industry-Specific Virtual Kiosks. You may search by the Trade Mark, Product Descriptor or Brand Entity Name. Enter the search criteria in the textbox, select the parameters from the dropdown list and click the Search button to initiate the Brand Entity search.

Search for:

By: TM

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FIG. 49J5



Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks

Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Standard Demonstration Mode

Select Brand Entities

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Brand Entities to add to the Industrialist-Specific Virtual Kiosks.

Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)	Add to Kiosk
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>

◀◀ ◀ Back 1 2 3 4 5 Next ▶▶

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FIG. 49J6



Control Panel for Generating Industry-Specific (IS) Virtual Kiosks

Configure IS Virtual Kiosks | Create IS Virtual Kiosks | Modify IS Virtual Kiosks | Deploy IS Virtual Kiosks | Activate IS Virtual Kiosks

Standard Demonstration Mode

Common Virtual Kiosk Configuration

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Industry-Specific Virtual Kiosk has been modified. Please review and confirm the information below. If any information is not correct then click Edit to correct and update.

Name: Name goes here
ID: 0944930-9388399
Mode: Ad-Spot Display Mode

List of Brand Entities

Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)
Here will go the Brand Entity Owner	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity Owner	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity Owner	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity Owner	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity Owner	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.

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Edit Confirm

FIG. 49 J7

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Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks

Standard Demonstration Mode

Select Launch Environment

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Industry-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Industry-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Industry-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Industry-Specific Virtual Kiosk from any web page once the Image and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Industry-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Industry-Specific Virtual Kiosks will be launched:

- ☒ HTML-Encoded Brandkey (TM) Button
- ☐ HTML-Encoded Document
- ☐ HTML-Encoded Image
- ☐ HTML-Encoded Desktop Icon



FIG. 49K1

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Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks

Select Industry-Specific Virtual Kiosk

Standard Demonstration Mode

Select Industry-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Industry-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Industry-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

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FIG. 49K2



Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks

Standard Demonstration Mode

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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FIG. 49K3A



Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Activate I-S Virtual Kiosks
Specify Virtual Kiosks | Select Virtual Kiosks | Deploy Virtual Kiosks

Standard Demonstration Mode

Create HTML Encoded Documents

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create or import the document into which you wish to embed the Industry-Specific Virtual Kiosk tag. Click the Import button to load an existing document.
The document must be in World format to load correctly.

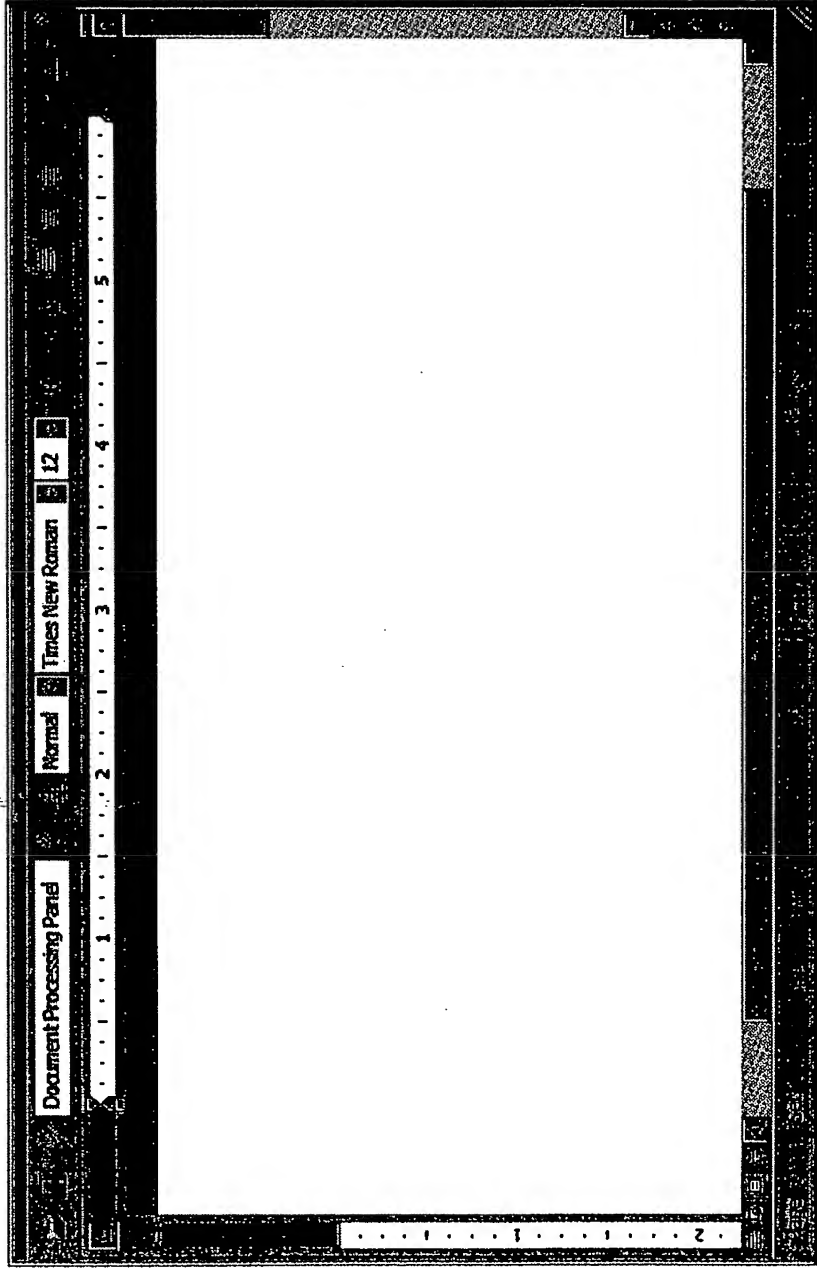


FIG. 49K3B

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Insert Virtual Host Tag into Existing Document

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Insert

Create HTML Embedded Document

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FIG. 49K3C



Configure I-S Virtual Kiosks

Create I-S Virtual Kiosks

Modify I-S Virtual Kiosks

Deploy I-S Virtual Kiosks

Activate I-S Virtual Kiosks

Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Standard Demonstration Mode

Save HTML-Embedded Document Format

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

☒ Microsoft Word Document format

☐ Adobe PDF Document format

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FIG. 49K3D



Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks

Select Industry-Specific Virtual Kiosk(s)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Industry-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Industry-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

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FIG. 49K3E



Configure I-S Virtual Kiosks

Create I-S Virtual Kiosks

Modify I-S Virtual Kiosks

Deploy I-S Virtual Kiosks

Activate I-S Virtual Kiosks

Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Standard Demonstration Mode

Select Industry Specific Virtual Kiosk Language

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language

English
Spanish
French
German
Japanese
Dutch
Italian
Chinese
Danish

Selected

☐ ☒ ☒ ☒ ☒ ☒ ☒ ☒ ☒

Language

Austrian
Brazilian
Canadian French
Catalan
Finnish
Norwegian
Portuguese
Swedish

Selected

☒ ☒ ☒ ☒ ☒ ☒ ☒

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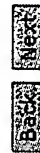


FIG. 49K3F



Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks
Specify Virtual Kiosk | **Control Panel for Generating Industry Specific (I-S) Virtual Kiosks**

Standard Demonstration Mode

Upload Images for HTML-Encoded Image

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Image to upload that you wish to use as the base image for the HTML-Encoded Image you wish to create.

Base Image:

Select the Image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded Image you wish to create.

Secondary Image:

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FIG. 49K39



Configure I-S Virtual Kiosks

Specify Virtual Kiosk

Create I-S Virtual Kiosks

Modify I-S Virtual Kiosks

Deploy I-S Virtual Kiosks

Activate I-S Virtual Kiosks

Control Panel for Generating Industry Specific I-S Virtual Kiosks

Standard Demonstration Mode

Create HTML Encoded Image

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded Image you wish to create. You may resize both the images if you wish. The Secondary Image shall always appear on top of the Base Image.

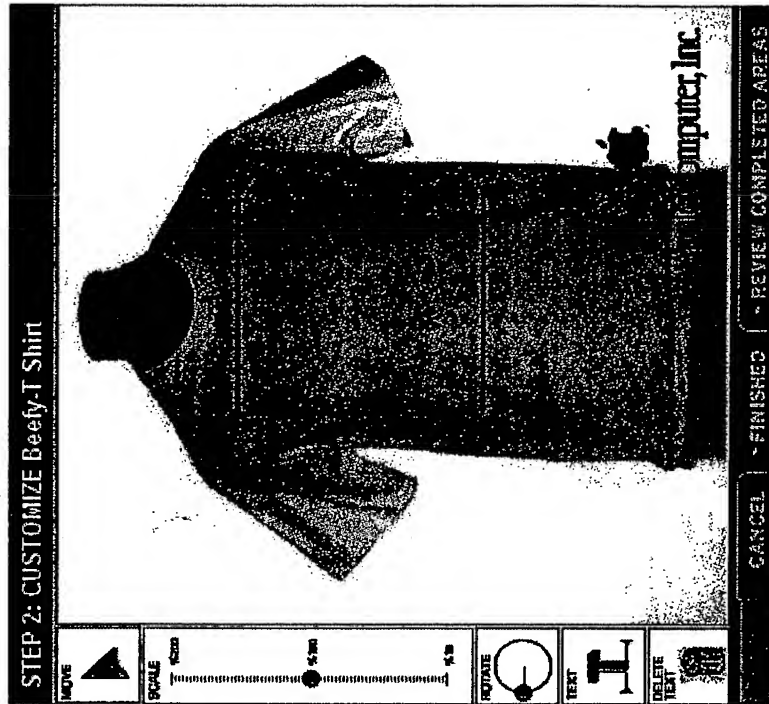


FIG. 49K3H

http://www.brandkeysystems.com/bk_deliver/m_launch_industrialist_deploy-3d.html

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FIG. 49K3I



Configure I-S Virtual Kiosks

Create I-S Virtual Kiosks

Modify I-S Virtual Kiosks

Deploy I-S Virtual Kiosks

Activate I-S Virtual Kiosks

Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Standard Demonstration Mode

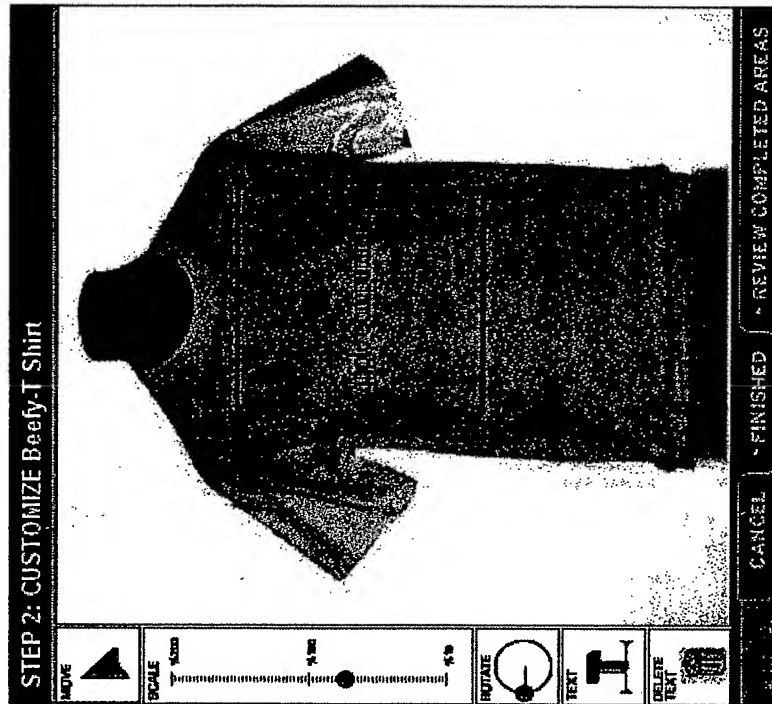
Selecting the Embedded Image Area

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to launch the Industry-Specific Virtual Kiosk.



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FIG. 491B.5



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FIG. 49 K3 K



Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks

Standard Demonstration Mode

Select Industry-Specific Virtual Kiosk(s)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Industry-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Industry-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

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Back Next

FIG. 49K3L



Configure I-S Virtual Kiosks

Specify Virtual Kiosk

Create I-S Virtual Kiosks

Modify I-S Virtual Kiosks

Deploy I-S Virtual Kiosks

Activate I-S Virtual Kiosks

Control Panel for Generating Industry Specific I-S Virtual Kiosks

Standard Demonstration Mode

Select Industry Specific I-S Virtual Kiosk Language

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected
English	<input type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>

Language	Selected
Austrian	<input checked="" type="checkbox"/>
Brazilian	<input checked="" type="checkbox"/>
Canadian French	<input checked="" type="checkbox"/>
Catalan	<input checked="" type="checkbox"/>
Finnish	<input checked="" type="checkbox"/>
Norwegian	<input checked="" type="checkbox"/>
Portuguese	<input checked="" type="checkbox"/>
Swedish	<input checked="" type="checkbox"/>

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FIG. 49 K3M



Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks

Standard Demonstration Mode

Upload Image for HTML5 Encoded Icon (Optional)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please Upload the Image you wish to use as the Icon for the HTML-Encoded Icon you wish to deploy.

Icon Image:

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Back Next

FIG. 49K3N



Control/Panel for Generating Industry Specific (3) Virtual Kiosks

Configure I-S Virtual Kiosks	Create I-S Virtual Kiosks	Modify I-S Virtual Kiosks	Deploy I-S Virtual Kiosks	Activate I-S Virtual Kiosks

Standard Demonstration Mode

Handbook of Specific Writing Development in English Language Learners

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

[illegible]

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Disagree

FIG. 49KH



Configure I-S Virtual Kiosks

Specify Virtual Kiosks

Create I-S Virtual Kiosks

Modify I-S Virtual Kiosks

Deploy I-S Virtual Kiosks

Activate I-S Virtual Kiosks

Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Standard Demonstration Mode

Confirm Deployment of the Industry-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The selected Industry-Specific Virtual Kiosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Industry-Specific Virtual Kiosks for Installation, you must first Activate them.

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FIG. 49K5



Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks

Control Panel for Activating Industry-Specific Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The Virtual Kiosks below have been deployed. You can activate any of the Virtual Kiosk by checking the Active field for that Virtual Kiosk. To deactivate any Virtual Kiosk simply uncheck the Active field for the Virtual Kiosk. Click Update to save the changes.

Virtual Kiosk ID	Virtual Kiosk Name	Active
Here will go the min	Here will go the product name	<input checked="" type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>

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Activate

FIG. 49L1



Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Standard Demonstration Mode

Control Panel for Generating Corporate Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Text R.149

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FIG. 49M1



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Set Standard Configuration

[Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith |]

Standard Demonstration Mode

Do you wish to create a Corporate-Specific Virtual Kiosk for all registered products?

☐ Yes ☐ No

Do you wish to allow for creation of custom Corporate-Specific Virtual Kiosks?

☐ Yes ☐ No

By default do you wish to allow installation of Corporate-Specific Virtual Kiosks by Consumers?

☒ Yes ☐ No

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FIG.49N1





Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Standard Demonstration Mode

Save Allowed Industrialists

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have selected to allow the following Industrialists to install Corporate-Specific Virtual Kiosks you create. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Add Industrialist to add additional Industrialist to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

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Back Add Industrialist Next

FIG. 49N2



Configure C-S Virtual Kiosks

Set Standard Configuration

Create C-S Virtual Kiosks

Modify C-S Virtual Kiosks

Deploy C-S Virtual Kiosks

Activate C-S Virtual Kiosks

Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Standard Demonstration Mode

Search for Industrialists

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Industrialist you wish to add to the list of Industrialist allowed to install Corporate-Specific Virtual Kiosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist search.

Industrialist Name:

City:

State:

Zip/Postal Code:

Country:

United States

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Back

Search

FIG. 49N3



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Standard Demonstration Mode

Select Industrialists

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Industrialists matched your search criteria. Check the Add corporate to add the Industrialist to the list of Industrialists allowed to install your Corporate-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

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FIG. 49N4